UNITED STATES DEPARTMENT OF COMMERCE
Economics and Statistics Administration
U.S. Census Bureau
Washington, DC 20233-0001
OFFICE OF THE DIRECTOR

March 5, 2019

Mr. Ben Welsh
MuckRock News
DEPT MR 68442
411A Highland Avenue
Somerville, MA 02144
68442-71577090@requests.muckrock.com

Dear Mr. Welsh:

This letter is in response to your correspondence, dated February 4, 2019, to the U.S. Census Bureau's Freedom of Information Act (FOIA) Office. We received your request in this office on February 4, 2019, and have assigned to it tracking number DOC-CEN-2019-000604. We are responding under the FOIA to your request for:

> A copy of any and all style guides that govern the logo, branding rules, publication formats and data visualizations for past decennial censuses, from Census 1950 through Census 2010.

Enclosed are five (5) documents (336 pages) that are responsive to your request for 2000 through 2018, which we have determined are fully releasable under the FOIA. There is no charge for these documents.

Additionally, our search of the U.S. Census Bureau records failed to identify any records related to the years 1950 through 1990. Unfortunately, we are unable to assist you with your request.

You have the right to appeal this denial of the FOIA request. An appeal must be received within 90 calendar days of the date of this response letter. Address your appeal to the following office:

> **Assistant General Counsel for Litigation, Employment and Oversight**
> **Room 5896**
> **U.S. Department of Commerce,**
> **1401 Constitution Avenue, N.W.**
> **Washington, D.C. 20230**

An appeal may also be sent by e-mail to FOIAAppeals@doc.gov, by facsimile (fax) to 202-482-2552, or by FOIAonline, if you have an account in FOIAonline, at https://foiaonline.regulations.gov/foia/action/public/home#. The appeal should include a copy of the original request and initial denial, if any. All appeals should include a statement of the reasons why the records requested should be made available and why the adverse determination was in error. The appeal letter, the envelope, the e-mail subject line, and the fax cover sheet should be clearly marked "Freedom of Information Act Appeal."

The e-mail, fax machine, FOIAonline, and Office are monitored only on working days during normal business hours (8:30 a.m. to 5:00 p.m., Eastern Time, Monday through Friday). FOIA appeals posted to the e-mail box, fax machine, FOIAonline, or Office after normal business hours will be deemed received on the next normal business day. If the 90th calendar day for submitting an appeal falls on a Saturday, Sunday or legal public holiday, an appeal received by 5:00 p.m., Eastern Time, the next business day will be deemed timely.

In addition, you may contact the Office of Government Information Services (OGIS) at the National Archives and Records Administration to inquire about the FOIA mediation services they offer. The contact information for OGIS is as follows:

Office of Government Information Services
National Archives and Records Administration
8601 Adelphi Road-OGIS
College Park, Maryland 20740-6001
e-mail at ogis@nara.gov
telephone at 202-741-5770; toll free at 1 877-684-6448
facsimile at 202-741-5769

Please contact Deloris Reed of my staff, by telephone at 301-763-2127 or by email at census.efoia@census.gov if you have any questions regarding your request.

Sincerely,

Vernon E. Curry, PMP, CIPP/G
Freedom of Information Act/Privacy Act Officer
Chief, Freedom of Information Act Office

Enclosures

Enclosure

United States Census 2000

1999

Style Guide

USCENSUSBUREAU

Helping You Make Informed Decisions

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Glossary of Terms
PANTONE® Coated & Uncoated Color Swatches

Introduction

The United States Census 2000 logo is the agency's most-used and best-known asset. It is the cornerstone of the Census 2000 program.

Because of its importance, great care must be taken in the use of the Census 2000 logo. The logo must be presented in a consistent fashion, and its use must be governed by strict rules. If it is used haphazardly, the logo's value will be diminished.

Most uses of the Census 2000 logo will originate in various program design groups, but from time to time, Census 2000 workers outside of design groups are required to make judgements about the use of the Census 2000 logo, often relating to a one-time use. To facilitate consistency and quality in the use of the logo, among both professional and nonprofessional users, this manual has been prepared.

Exceptions to these guidelines are rare, and must be approved by the Census Bureau. Your assistance and cooperation in the protection of the Census 2000 logo is valued and appreciated.

Section 1

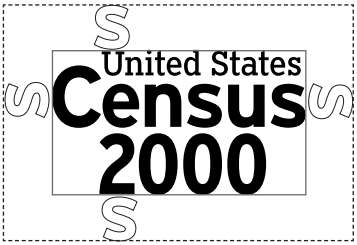
Census 2000 Logo Standards

1.1

Census 2000 logo

The Census 2000 logo consists of the words "United States Census 2000," displayed in the specific fonts that were created for this logo, no other font can be used to build the logo.

When the Census 2000 logo is used, it should be sufficiently isolated from illustrations or other words/images that might detract from the logo's importance. One good general rule is that the logo be one "s" height (from the word Census) away from illustrations, photographs, rules, page edges or other type.



1.2

Census 2000 Colors

The Census 2000 logo is limited to two developed colors, Census Red and Black. The use of tints, or lighter versions of these colors is allowed and provide a wide variety of combinations. Coated and uncoated paper stock swatches of the Census 2000 colors are provided in the back of this manual.

Census Red

PANTONE® 194C (For coated paper stock)	PANTONE® 187U {For uncoated paper stock)	Black (Both coated and uncoated)

The colors shown in this book are for example only and are not intended to match Pantone colors. See the current Pantone Color Standards book for color swatches and formulas. Pantone is a registered trademark of Pantone, Inc.

Positive & reverse logos

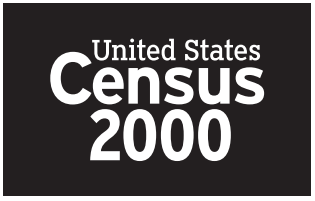
Although the preferred use of the logo is Census Red or Black on a white or light background, there may be a need, from a design standpoint, to use the logo in a reversed format. Attention must then be given for the logo to be clearly readable. Background colors that are dark enough to provide adequate contrast should be used.

As a general rule, mid-range (45%-55% black) values should be avoided since they are too light for an effective positive logo use, but not quite dark enough to provide a crisp white reverse.

When a positive logo is used on a color background, such as colored paper stock, the logo will appear in Census Red or Black, whichever offers the most contrast between the stock and the logo.

Positive Logo

Reverse Logo



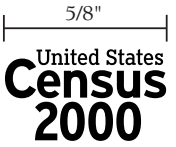
1.4

Reproduction sizes

The logo should not be used so small that the readability or reproduction quality is reduced.

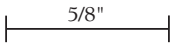
A solid positive logo or reverse logo should be no smaller than 5/8" wide. In addition, a screened positive logo or a screened reverse logo should be no smaller than 5/8" wide. See example below. Make sure the line screen is 133 or finer. If you want to use a coarser screen, make sure the logo is no smaller than 3/4" wide.

If a logo smaller than 5/8" is required, it must be approved by the or the US Census Bureau.



Examples of solid positive logos

Examples of screened positive logos



Examples of solid reverse logos

Examples of screened reverse logos

Unacceptable logo usage

Do not enclose the logo or the logotype in other shapes.

Do not violate the logo clear zone.

Do not place logo over complex backgrounds.

Do not underline the logotype.

Do not add or change typeface of logotype.

Do not abbreviate logo typeface or add other words.

Do not alter logo typestyle (ie. outlined.)

Do not alter color from accepted standards.

Do not alter size of elements within the logo.

1.6

Support typestyles

Typestyle consistency, particularly on United States Census 2000 logo application materials, is essential for projecting a cohesive public image and recognizable design style.

The Times type family as a serif typestyle and the Helvetica type family as a sans serif typestyle has been selected as the primary support typestyles for the United States Census 2000 identity system. These typestyles should be used for all text on materials using the Census 2000 logo. Shown here is a selection of available weights and styles of the Times Roman family and the Helvetica type family. Selection of the appropriate typography style within the Times Roman family and Helvetica family will be left to the discretion of the art director or project manager.

Serif typestyle

Times Roman
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Times Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Times Bold
BCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Times Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Sans serif typestyle

Helvetica Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Bold Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Asian American and Emerging Market Logos

To make the 2000 Census more readily understandable to those audiences unfamiliar with Census due to language barriers or country of origin, the Census 2000 logo has been translated for some of the Bureau's Asian American and Emerging European target markets. Usage should follow the guidelines outlined in sections 1.2-1.6 of this guide.

AIAN Logo Standards

3.1

AIAN logo

The AIAN logo consists of the words "United States Census 2000" with two feathers encircling the words, displayed in the specific fonts that were created for this logo (see illustration in section 3.3). No other font can be used to build the logo. This logo is for use on products and materials created in relation to the U.S. Census Bureau's Tribal Liaison Program only. The AIAN logo should never be used together with the Census 2000 logo on any material.

When the AIAN logo is used, it should be sufficiently isolated from illustrations or other words/images that might detract from the logo's importance. One good general rule is that the logo be one "s" height (from the outside of the circle created by the feathers) away from illustrations, photographs, rules, page edges or other type.

Circles can be used in place of the "s" for measuring spacing around the logo, as long as the circles are the same height as the "s" as illustrated.

3.2

AIAN Logo colors

The AIAN logo is limited to two developed colors, Census Red and Black, as defined earlier in this style guide. The use of tints, or lighter versions of these colors is allowed and provide a wide variety of combinations. Coated and uncoated paper stock swatches of the Census 2000 colors are provided in the back of this manual.

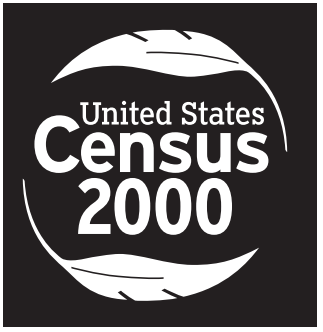
AIAN logo color combinations

The AIAN logo combinations are to be used in the manner shown below only, solid black or red words and black feathers. Tints of those colors can be used but no lighter than 60%.

The logo can also be used in reverse, as solid white only, with a tinted background no lighter than 60% of the color used.

Positive Logo

Reverse Logo



Unacceptable logo usage

Do not violate the logo clear zone.

Do not place logo over complex backgrounds.

Do not alter postion of the feathers

Do not add or change typeface of logotype.

Do not abbreviate logo typeface or add other words.

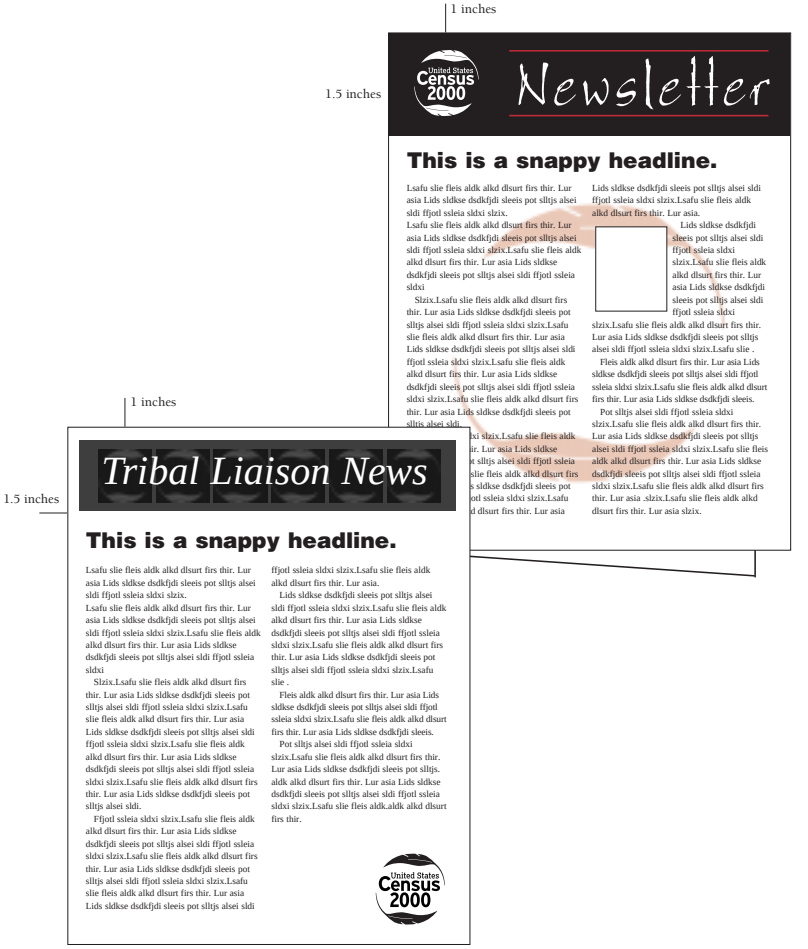
Do not alter logo typestyle (ie. outlined.)

Do not alter color from accepted standards.

Do not alter size of elements within the logo.

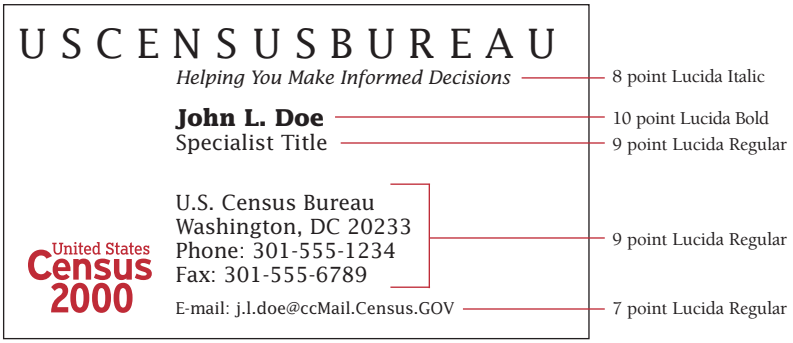
Use of the feathers only

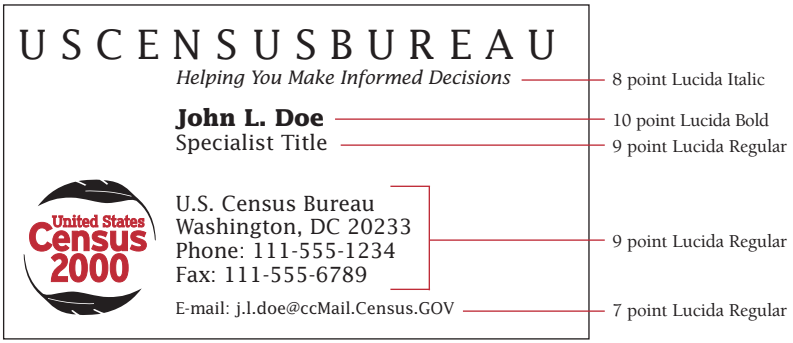
The AIAN Logo feathers are a defining feature of the logo. They can be used alone to enhance material such as newsletters, flyers etc. However, the Census 2000 logo, the AIAN logo or the U.S. Census Bureau logo must be visible on the page in which the feathers are used. Shown are possible ways in which the feathers can be used in the manner described above.



Business Card Guidelines

A format has been designed for the Census Bureau that contains the Census 2000 logo along with the US Census Bureau logo (the US Census Bureau being the dominant logo). In addition, a format has been designed for the AIAN logo with the Census Bureau logo. This is the set format for the Census Bureau and it's subsidiaries and must not be deviated from. For specifications of logos, typestyles and type sizes, refer to the Census Bureau Corporate Identity.





Footnote: All other Census Bureau Stationery ie. letterhead, envelope, fax coversheets, must follow the guidelines set by the Census Bureau corporate identity. See the Census Bureau internet website at: www.census.gov

Like print advertising, brochure design will always require a wide range of design and layout solutions in order to meet ever-changing communication requirements. Specific design standards, typesetting specifications, and other guidelines used by many other print applications in this manual will not apply. However, it is essential that all logo use guidelines discussed in section 1 of this manual be followed to ensure effective and proper use of identity.

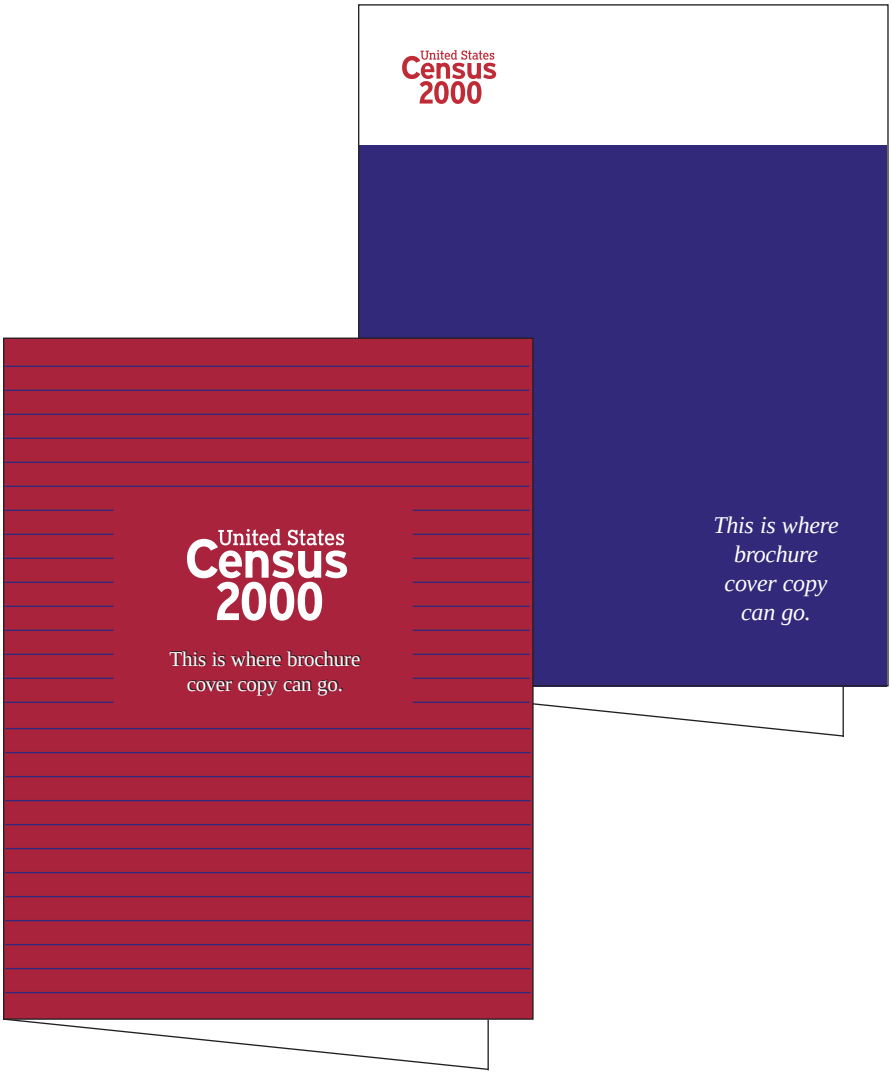
Always establish the minimum clear zone around the logo as diagrammed on page 3. The logo should be positioned so that it compliments the overall ad layout. A tastefully sized logo should be used. Over-sizing should be avoided.

The logo should appear in full-color whenever possible. Four-color process reproduction will likely be used in print advertising. Always use the four-color process formulas provided on page 4 of this manual.

5.1

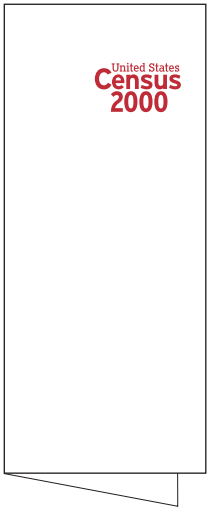
Brochure cover examples with the Census 2000 logo

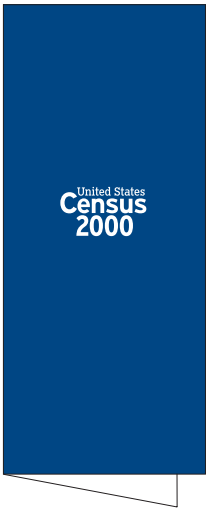
The following pages are examples of how the Census 2000 logo and the AIAN logo could be used alone with copy in accordance to the guidelines in section 1.

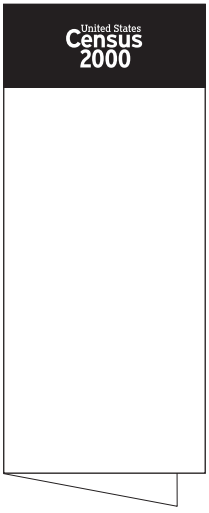


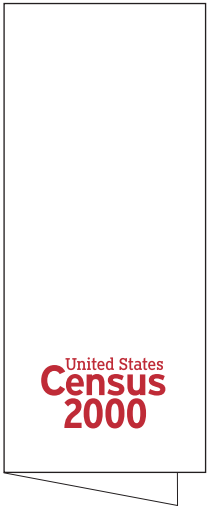
Brochure cover examples with the Census 2000 logo

Shown are some possible applications of the logotype in accordance to the guidelines in section 1.



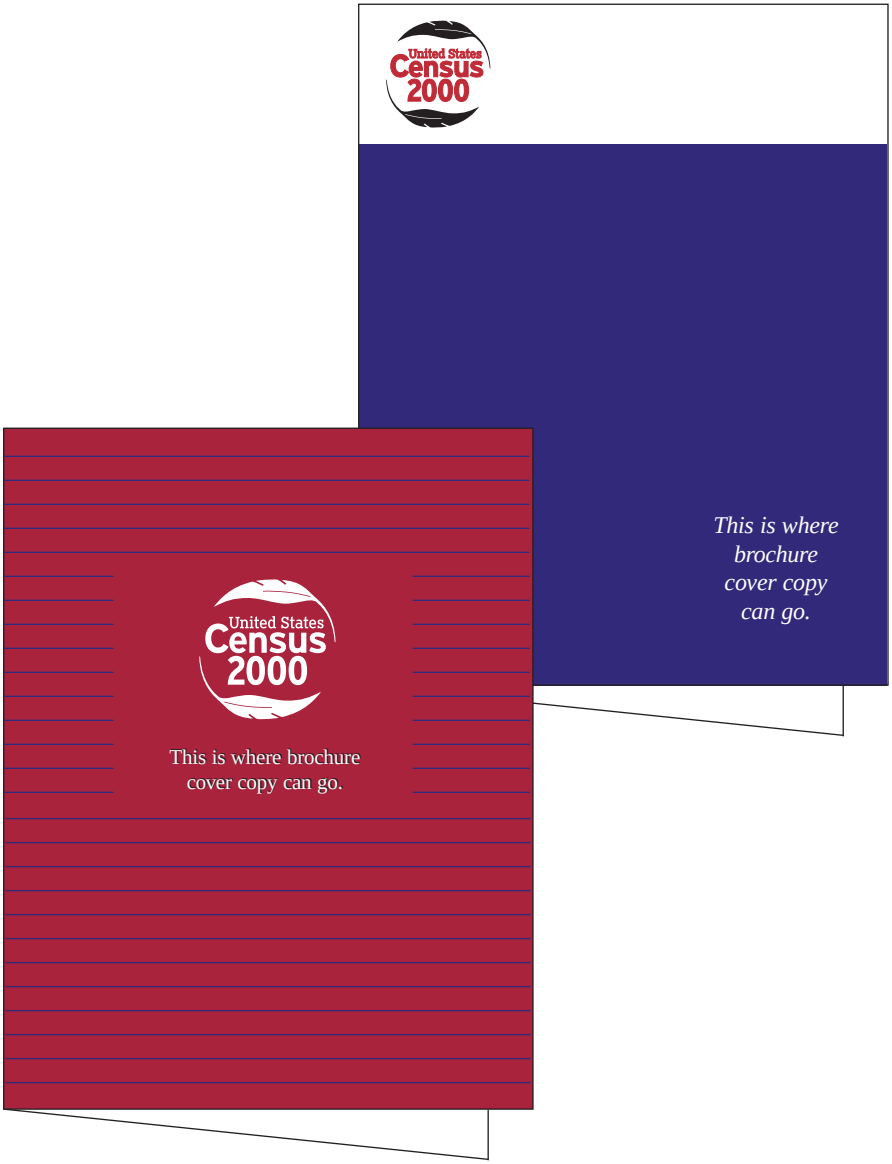




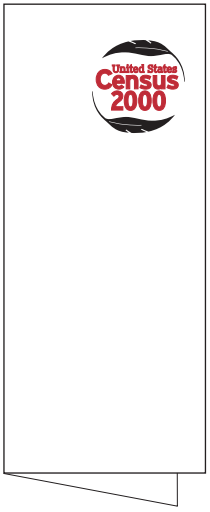


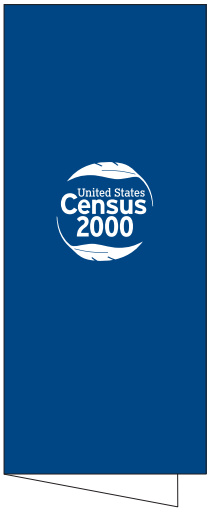
5.2

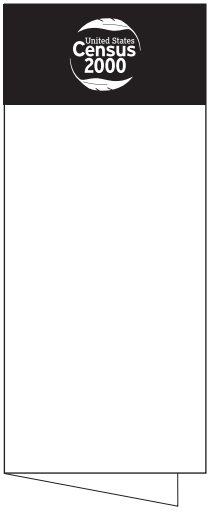
Brochure cover examples with the AIAN logo

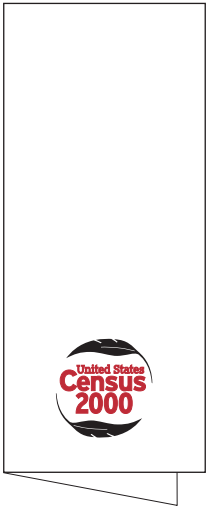


Brochure cover examples with the AIAN logo









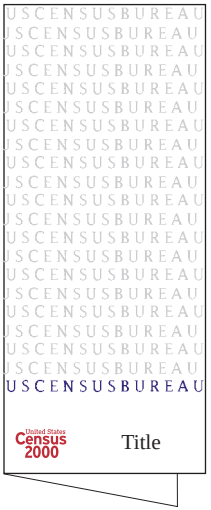
5.3

Brochure cover examples with the Census 2000 logo and US Census Bureau logo together

The following pages are examples of how the the Census 2000 logo and the AIAN logo could be used with the US Census Bureau logo and other corporate logos.

Remember that these are merely examples, but always take into consideration the guidelines set for the Census 2000 logo, the AIAN logo and the US Census Bureau logo.

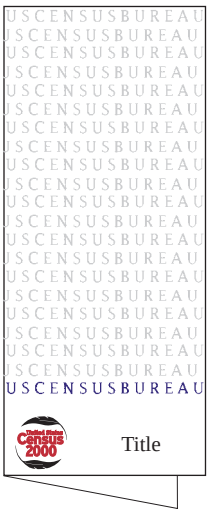
* **The US Census Bureau wordmark should not be in red and should follow the corporate identity standards.**



Footnote: For further guidance on the use of the Census Bureau logo and It's corporate identity, see the Census Bureau internet website at: www.census.gov

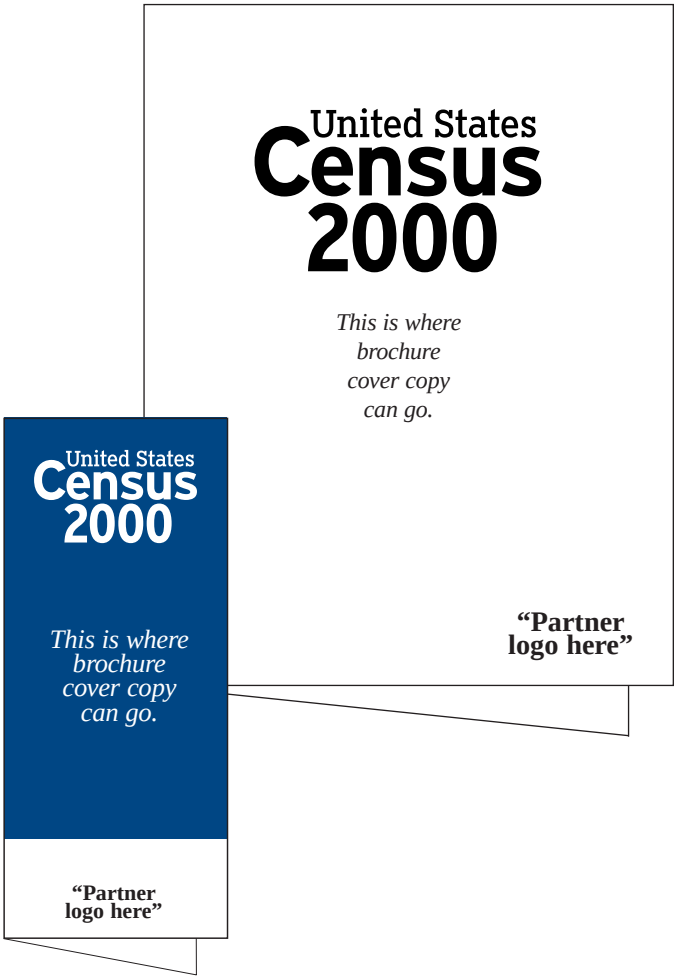
Brochure cover examples with the AIAN logo and US Census Bureau logo together

* **The US Census Bureau wordmark should not be in red and should follow the corporate identity standards.**

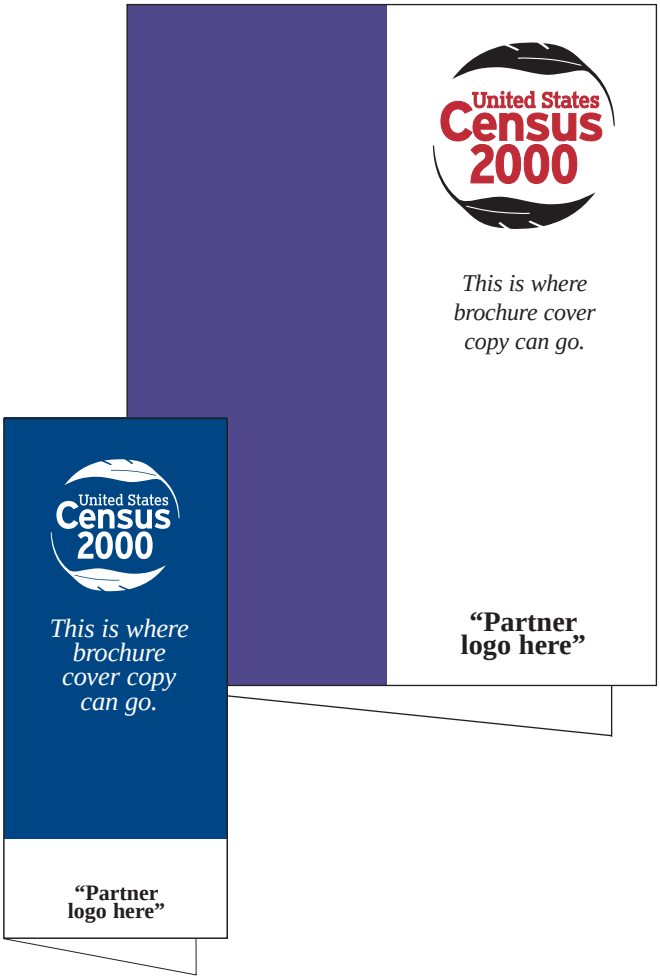


5.5

Brochure cover examples with the Census 2000 logo and another logo together



Brochure cover examples with the AIAN logo and another logo together



Glossary of Terms

Address Block. The block of typeset copy that contains mailing information and/or telephone numbers and any additional access information.

Corporate Colors: Census Red and black (see page 1.2).

Flush Left, Rag Right: A typographic specification where copy will appear aligned on the left and will break naturally between words on the right.

Leading: The vertical spacing between lines of copy that is measured in point increments.

Logotype: The custom typographic rendering of the words and numbers, "United States Census 2000."

PANTONE®: See the current Pantone Color Standards book for color swatches and formulas. Pantone is a registered trademark of Pantone, Inc.

Point (pt.): A typesetting unit of measure used in specifying type size, leading and rule line thickness. There are 12 points to a pica and 72 points per inch.

Positive: Reproduction of an image which appears as a darker value than the background.

Reverse: Reproduction of an image which appears as a negative. Generally white with a darker background value.

Sans Serif: A typestyle with no serifs and little contrast between thick and thin strokes.

Tag Line: An approved phrase or slogan utilized for advertising and promotional purpose.

Value: The relative lightness or darkness of a particular shade or color.

Pantone is a registered trademark of Pantone, Inc.

Notes

PANTONE® Coated swatches shade percentage breakdown

PANTONE® 194C 100%

PANTONE® 194C 75%

PANTONE® 194C 50%

PANTONE® 194C 25%

PANTONE® 194C 10%

PANTONE® Uncoated swatches shade percentage breakdown

PANTONE® 187U 100%

PANTONE® 187U 75%

PANTONE® 187U 50%

PANTONE® 187U 25%

PANTONE® 187U 10%

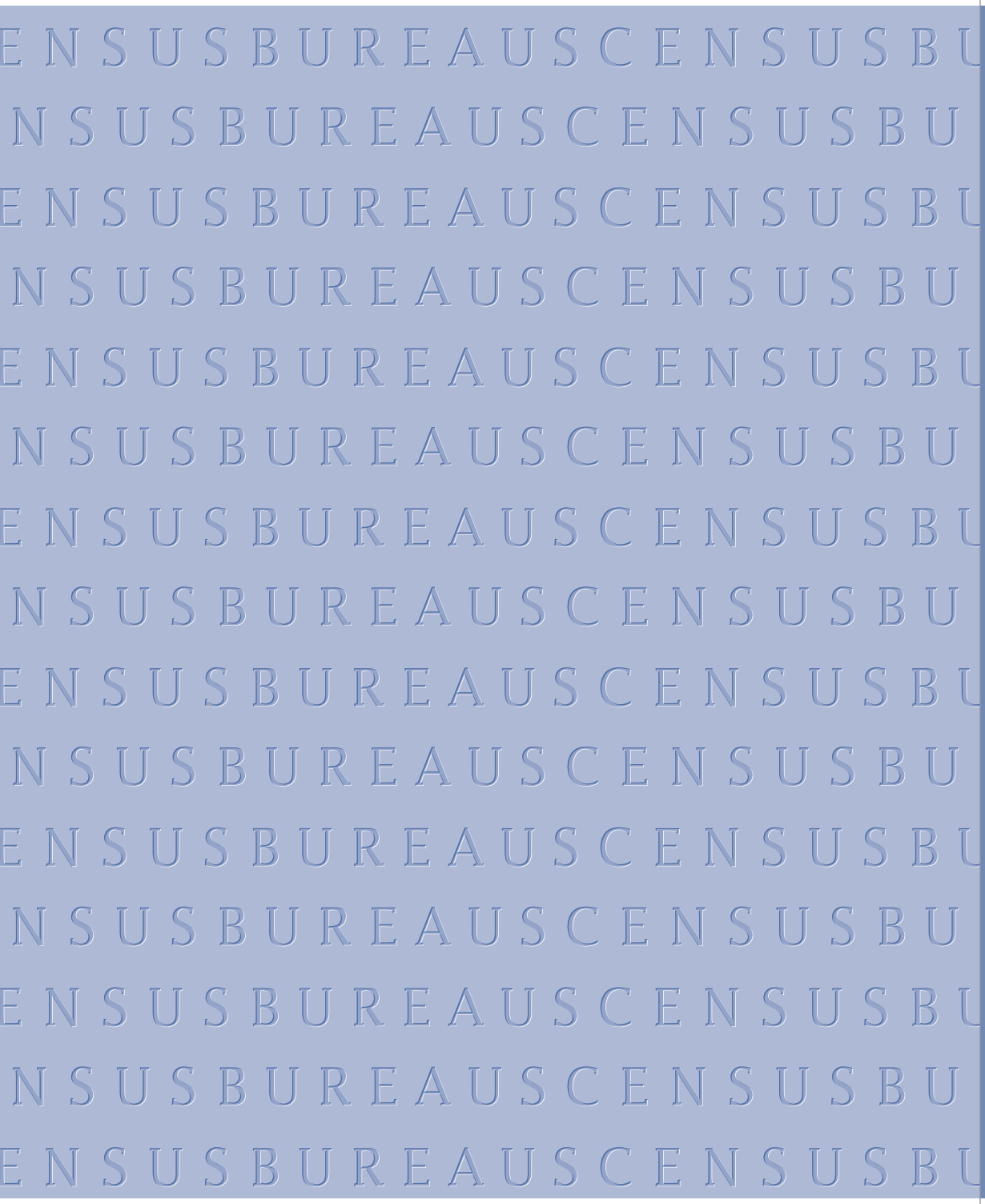
Enclosure

U.S. CENSUS BUREAU: 2002

Identification Standards

Version 2.0

Issued December 2002



USCENSUSBUREAU

Helping You Make Informed Decisions

Introduction

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12 Slug Line, Page Number, and Folio

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03 Name Badges
04 Certificates

The new U.S. Census Bureau visual identity consists of the emblem, the tagline, and the report cover system. The visual message of the identity and the thinking behind it represent characteristics we want to portray: clearly presented data; an ongoing stream of information which is timeless and easily understood. The official mission is “to be the preeminent collector and provider of timely, relevant, and quality data about the people and economy of the United States.” Every aspect of the identity, from the size of the emblem to the typeface and colors used in reports, helps put forth these qualities.

The emblem is the cornerstone of our identity. As with data and statistics, the more consistently it is presented, the more effectively it will work. The tagline supports the emblem and straightforwardly spells out our message. The report cover system works with the emblem and tagline to present our publications as an associated body of work. While the report cover system is highly flexible, as demonstrated in this book, it has clearly defined guidelines for appropriate application. By careful adherence to these guidelines regarding the three elements of the system, we will maximize the benefits of our new visual identity.

The live art files associated with this standards manual can be found on the Administrative and Customer Services Division intranet site at www.acsd.census.gov ⇒ Publications, Printing, and Forms Design ⇒ Policies and Procedures ⇒ Guidelines for Census Publications (corporate "look and feel" standards) If you need further assistance, please contact Kim Ottenstein at 301-763-4400* or Greg Carroll at 301-763-4461*.

**These phone numbers will be active as of February 1. Until then, use the 457 exchange.*

Emblem

The preferred version of the emblem, as shown on this page and throughout this book, is our name “US CENSUS BUREAU” set in Lucida as one word in all upper case letters with equal letterspacing and no punctuation. The preferred presentation uses an alternating pattern of navy, blue, and purple letters. Our emblem represents a continuous flow of facts and data being communicated.

Preferred emblem

USCENSUSBUREAU

Emblem

The integrity of the emblem must be preserved by allowing for an adequate amount of clear space. The clear space has been defined as a minimum of the height of the capital letter "U" in US Census Bureau. Don’t allow any other elements, such as type, graphics, or photography to interfere with the visual impact of the identity. It is acceptable and often desirable, to create even more clear space around the emblem if space allows. (Please see page 1.09 for a detailed description on the acceptable uses of the emblem as a pattern)

Emblem With Tagline

The tagline is a phrase that supports the vision and mission of the U.S. Census Bureau. More than a slogan, the tagline – when used according to these guidelines – projects longevity and commitment which extends beyond the visual identity system to our perception as a provider of quality services and products.

The tagline has a specifically defined, locked up position and relationship to the emblem. While there are instances where the emblem may appear alone, the tagline never does. It always appears with the emblem on report covers and certain other applications. The tagline appears in Census Navy, flush left, a cap height down from the emblem.

Emblem

Preferred emblem with tagline

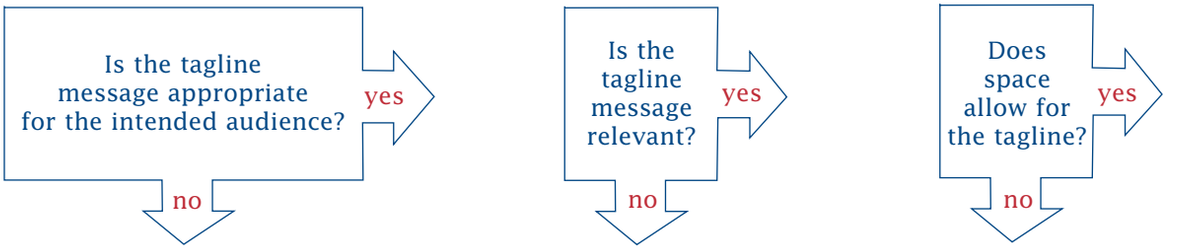
U S C E N S U S B U R E A U

Helping You Make Informed Decisions

Tagline

As with the emblem alone, the integrity of the emblem with tagline must be preserved by allowing for an adequate amount of clear space around the configuration. As shown in the example on this page, a minimum clear space equal to the height of the "U" must be left around the emblem with tagline.

Usage of the tagline will depend on the issues illustrated below.



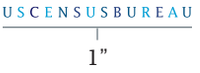
USE THE TAGLINE
Example: Advertising, promotional materials & report covers intended to increase awareness of the Census Bureau

USE EMBLEM ONLY, TAGLINE CANNOT APPEAR WITHOUT EMBLEM.
Example: Internal documents, procedural memorandums, human resources communications

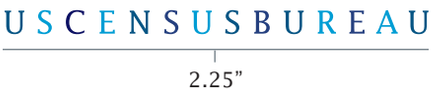
Emblem Size

Standard sizes have been determined which establish the most effective presentation of the emblem. Business card, stationery, and report cover sizes are illustrated below. A 1" emblem for use on report cover spines is the smallest allowable size.

Report cover spine



Letterhead



Business card

Print system

Report cover

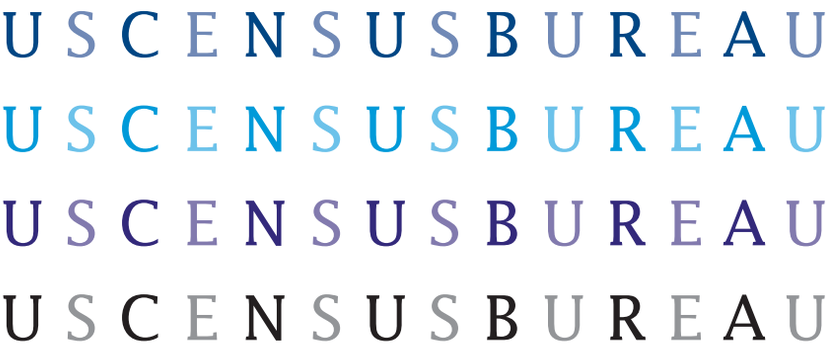
Emblem Variations

There are three variations of the emblem and an alternate version. The preferred version, in three colors, uses Census Blue, Census Navy, and Census Purple. In addition, there is the one-color version with tints and the one-color positive version. When the emblem is printed on a dark background, it may be reversed out in white (see Background Control, page 1.08).

The alternate emblem has been designed primarily for electronic communication; i.e. the World-Wide Web. The emblem has an embossed appearance; the letters appear in the same color as the background and are defined with shadows and highlights.

Preferred emblem

one-color emblem with tints



one-color positive emblem

RGB emblem

one-color emblem white

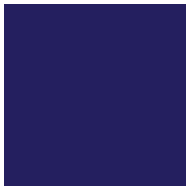
Alternate emblem

Color

The preferred colors of our emblem are Census Blue, Census Navy, and Census Purple. These colors may be substituted with their Pantone,® CMYK or RGB equivalents.

As demonstrated later in this book, color is an important element in presenting our visual identity. Color usage on report covers may be a way to link reports of similar content or those from related areas. By using tints or lighter versions of Census colors, a wide variety of combinations is achievable.

Primary palette



Color	Census Purple	Census Navy	Census Blue
PANTONE	268C/268U	288C/288U	Process Blue
CMYK	C91, M94, Y0, K23	C100, M65, Y0, K30	C100, M9, Y0, K6
RGB	R13, G17, B99	R0, G41, B103	R0, G137, B178
HEX	330066	003366	0099CC

Secondary palette
for use primarily in the report cover system

Color	Census Green	Census Lime	Census Yellow	Census Orange	Census Red
PANTONE	323C/328U	391C/397U	110C/110U	152C/152U	187C/187U
CMYK	C100, M0, Y38, K47	C11, M0, Y100, K27	C0, M11, Y94, K6	C0, M51, Y100, K0	C0, M91, Y72, K23
RGB	R0, G79, B76	R179, G175, B28	R247, B213, B44	R255, G125, B24	F211, G24, B32
HEX	006666	999900	FFCC00	FF6600	990033

Color	Census Dark Gray	Census Gray	Census Light Gray
PANTONE	432C/432U	430C/430U	428C/428U
CMYK	C23, M0, Y0, K79	C6, M0, Y0, K47	C0, M0, Y0, K23
RGB	R43, G51, B53	R128, G132, B133	R196, G196, B196
HEX	333333	777777	CCCCCC

The colors shown in this book are for example only and are not intended to match Pantone colors. See the current Pantone Color Standards book for color swatches and formulas. Pantone is a registered trademark of Pantone, Inc.

In lieu of the Census colors specified throughout this manual, you may use the RGB Hex Triplet colors referenced above, the standards for which are shown in the current edition of the RGB Hex Triplet Color Chart.

1.05

Background Control

The ideal background for the preferred emblem is white. When printing on a darker background, such as Census Purple, Census Navy, Census Red, or black, the emblem should be reversed to white. When printing on lighter backgrounds, such as Census Gray or Census Lime, it should be printed in black.

Acceptable background usage

USCENSUSBUREAU

USCENSUSBUREAU

USCENSUSBUREAU

Unacceptable background usage

Do not use a background which is too dark and does not supply sufficient contrast.

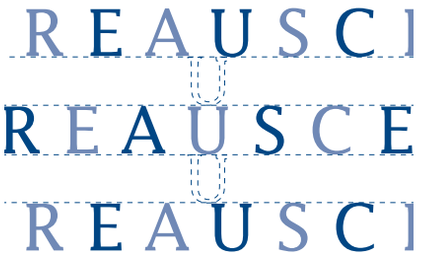
Do not use a background which is too light and does not supply sufficient contrast.

Do not use a pattern which competes with the visibility of the emblem.

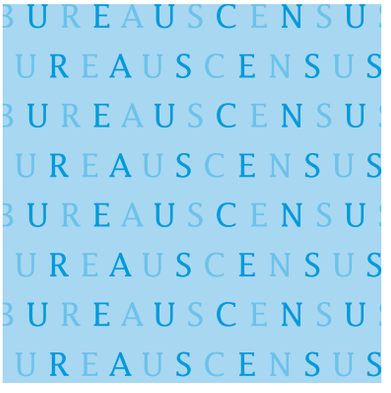
Emblem Patterns

The emblem may be used effectively to create background patterns as part of the U.S. Census Bureau visual system. The patterns must be horizontal as shown in the examples on this page. The emblem must still be legible and readable in standard English; it may not be backwards or upside down. The patterns are constructed using the one-color emblem with tints placed on a 30% background tint of the selected color.

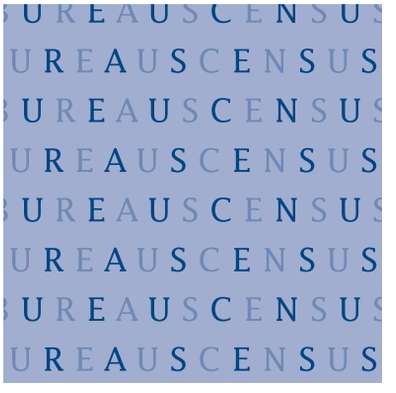
Note that when the emblem is repeated in a pattern, the words are blended together, i.e., U S C E N S U S B U R E A U S C E N S U S B U R E A U. The adjoining letter “U”s – the first at the beginning of “US” and the second at the end of “BUREAU” – are combined to eliminate repeated letters. The style remains all upper case, and equal letterspacing must always be maintained.



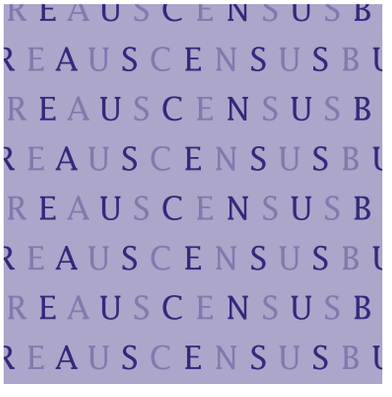
Pattern clear space



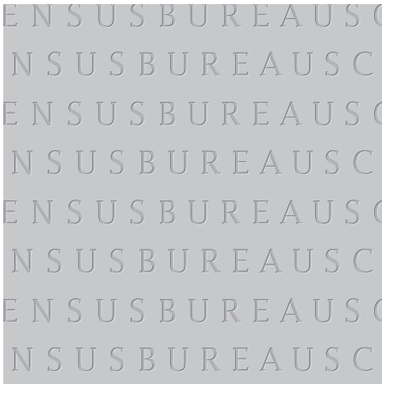
Census Blue Pattern



Census Navy Pattern



Census Purple Pattern



Alternate Emblem Pattern Census Gray

1.07

Typography

As well as being the selected typeface for the emblem, Lucida is also used for text on report covers, within reports, and on other applications such as stationery, etc.

The alternate font is Helvetica. It may be used for tables and charts, to support the main typeface. Helvetica is widely available in various weights and styles, such as bold or *italics*.

Primary typeface

LUCIDA

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

LUCIDA SANS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Alternate font for tables

HELVETICA

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Unacceptable Usage

The basic purpose of these guidelines is to preserve the integrity of the emblem and the supporting systems elements. While this manual defines the ideal specifications and applications, which we must all strive to uphold, we are also providing examples of what not to do. While most likely well-intentioned, any alterations to the emblem will compromise its effectiveness. Please be guided by the standards set forth in this manual, and refrain from altering the emblem in any way. These examples are some of the most common mistakes that may be made.

Do not typeset the emblem. The typeface, type style and spacing of the characters may not be altered.

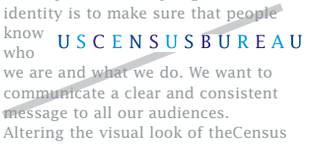
Do not add periods, lines, other punctuation or graphic elements to the emblem.

Do not alter the letterspacing by either moving them closer or further apart.

Do not place the emblem on an angle.

Do not change the colors in the emblem.

Do not modify or change the layout of the emblem in any way.



Do not integrate into text.

Do not use incomplete emblem.

Do not alter the color configuration.

Do not incorporate in other logos.

Do not place emblem on a busy background.

Do not enclose the emblem in a shape.

UNITED STATES DEPARTMENT OF COMMERCE
Bureau of the Census
Washington, D.C. 20233
OFFICE OF THE DIRECTOR
Census Bureau Home Page - Netscape
U.S. Census Bureau
United States Department of Commerce
Census 2000 Data Now Available
Subjects A to Z
ABCDEFGHI
People
Business
Geography
News
Special Topics
USCENSUSBUREAU
Helping You Make Informed Decisions
U.S. Census Bureau's New Corporate Look
1999
USCENSUSBUREAU

Water, Sewer, Pipeline, and Communications and Power Line Construction: 1992

Industry 1623

Census of Construction Industries

Industry Series

Selected Characteristics of Manufacturing and Wholesale Establishments That Export: 1992

Report Subtitle and Series Title

Manufacturing

Analytical Report Series

Quarterly Financial Report: 1999

For Manufacturing Mining and Trading Corporations

Quarter 1

USCENSUSBUREAU

Helping You Make Informed Decisions

Report Title
Report Title
Report Title: Date

Report Subtitle

Issue

Issue date

Program title, a long title can go on two lines

Program Subtitle/Series Title;

Issue (Lucida Italic 12pt)

Lorem ipsum dolor

USCENSUSBUREAU

US Department of Commerce

Program Name or Program Logo third or fourth line if needed

Introduction

The report cover system is one of the most important aspects of the new U.S. Census Bureau visual identity. As described in this section, the system is highly flexible and provides many engaging and workable options. With careful and consistent application of the system standards, we will be able to represent the attributes which we desire: integrity, consistency, and accuracy.

Through logical visual links between all our reports, we will increase the visibility, unify the perception, and update the image of the U.S. Census Bureau.

Specific details, as well as appropriate variations, are outlined and demonstrat ed in the chapter that follows.

2.0

Report Cover Grid System

As the basis of the report cover, the grid system ensures an organized and consistent presentation. The structure of the grid determines how and where the information on the cover is laid out. It dictates the location of all elements, including text, images, and logos. The grid, with its set positions for the different elements, may not be altered.

Exhibit shown at 50% of actual size

A. Report information panel:

The top part of the report cover is reserved for report information.

A1. Vertical divider

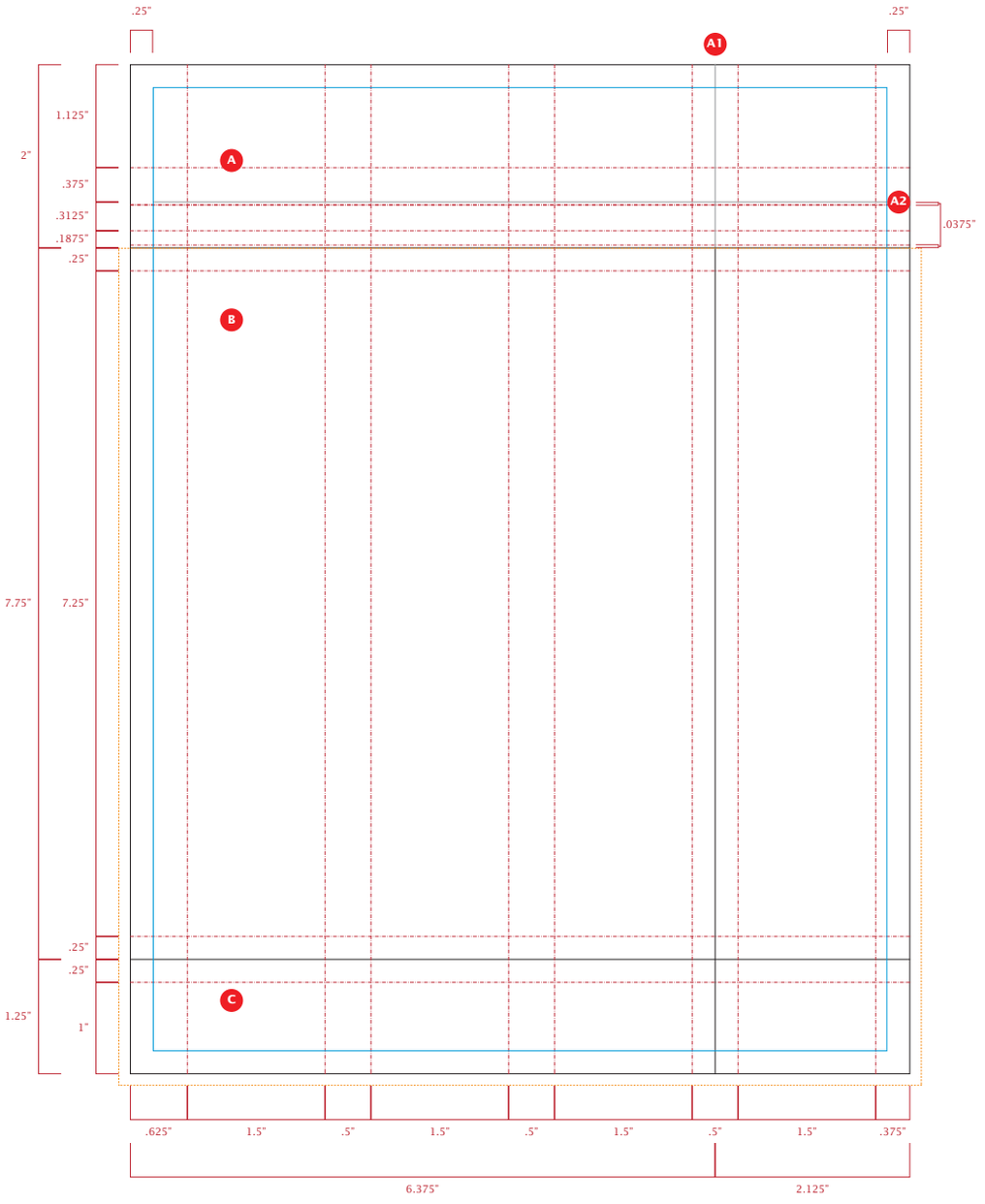
A2. Baseline

B. Program and author information panel:

The center panel, divided into two sectors by the vertical separator, is reserved for program and author information.

C. Endorsement panel:

The bottom panel is reserved for the U.S. Census Bureau emblem and other endorsements. The emblem, the U.S. Department of Commerce endorsement, and the program name/logo are positioned in consistent locations.



Data Placement

The report cover system was created to provide a cohesive look and feel to the entire body of work we produce. This look and feel is iterated by the consistent placement of data on the report cover. On the cover, information is basically organized – and read – from top to bottom. In effect, it goes from the specific to the general, creating intrinsic meaning along the way.

Correct data placement on the grid is an important aspect of maintaining the report cover system. Placement may not be altered, although some information is optional. In addition, typography, type style, and type sizes may not be altered.

Exhibit shown at 50% of actual size

Report information panel:

A. Report title and date always sits on baseline, and may extend up to three lines.

B. Issue/volume number appears above date of issue.

C. Date of issue sits on baseline below issue/volume number.

D. Report subtitle and/or series title appear on one line below report title and baseline.

E. Series number appears below issue date.

Program and author information panel:

F . Program title and program subtitle appear in the upper lefthand corner.

G. Author name/s appear at the bottom of the program and author information panel, to the left of the vertical separator.

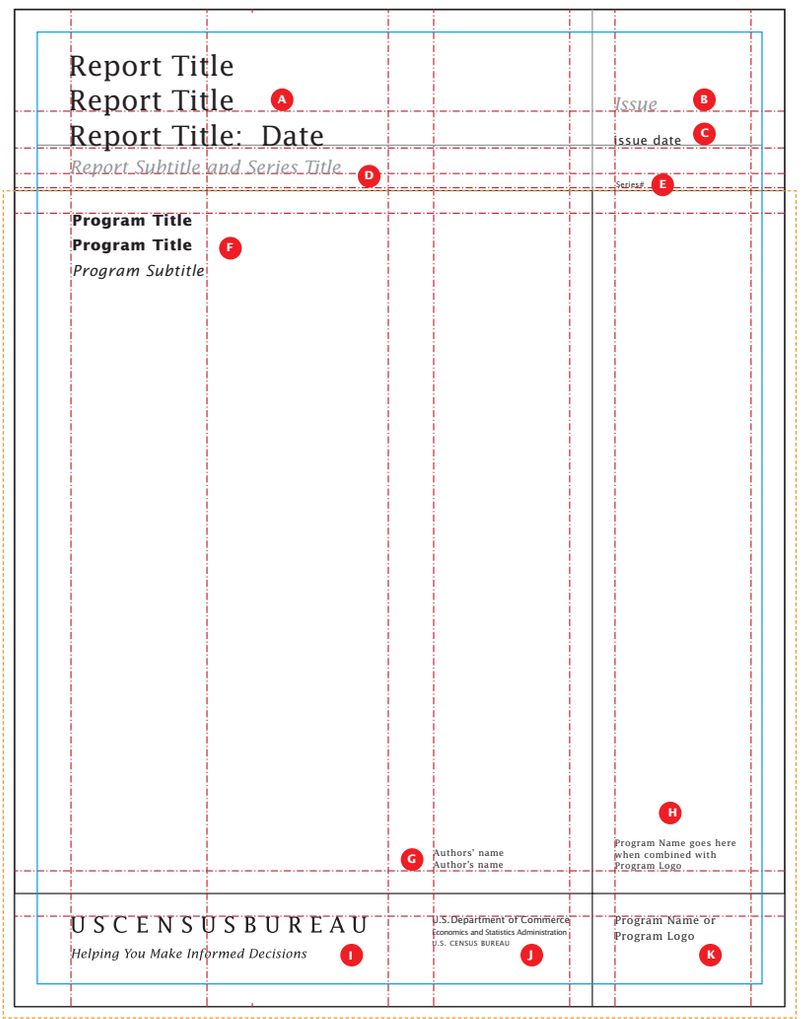
H. The lower right portion of the program and author information panel is reserved for the primary program name when the primary program logo appears in the panel below it (L), or a secondary program name and/or logo.

Endorsement panel:

I. U.S. Census Bureau emblem with tagline is always positioned in the top left of the endorsement panel.

J. U.S. Department of Commerce endorsement always appears to the right of the emblem in the endorsement panel.

K. The primary program logo or if there is no logo, the primary program name, is placed at the right of the endorsement panel. If there are both a name and a logo, the logo goes here, and the name is placed above in the program and author information panel. Taglines are not allowed in this panel. (I). If there is just a program name with no logo, it is positioned here.



Report Title and Date
Lucida 22pt/28pt, 8pt tracking
Report Subtitle
Lucida Italic 14pt/28pt, prints 50% black
Issue
Lucida Italic 14pt/28pt, prints 50% black

Issue Date
Lucida Sans Roman, 9 pt
prints 100% black
Series #
Lucida Sans Roman, 6pt/9pt, 6pt tracking, prints 100% black
Program Title
Lucida Sans Bold 12pt/20pt, 5pt tracking, prints white

Program Subtitle
Lucida Sans Italic, 12pt/20pt, 5pt tracking, prints white
Author's Name
Lucida, 7pt/9pt, 8pt tracking, prints white
Program Name
Lucida, 7pt/9pt, 8pt tracking, prints black

Emblem
Live Art
U.S. Department of Commerce
Lucida Sans Roman, 7.5pt/9pt
Economics & Statistics Administration
Lucida Sans Roman, 6.5pt/9pt, -2pt tracking
U.S. CENSUS BUREAU
Lucida Sans Roman 5.5pt/9pt, 10 tracking

Color Placement

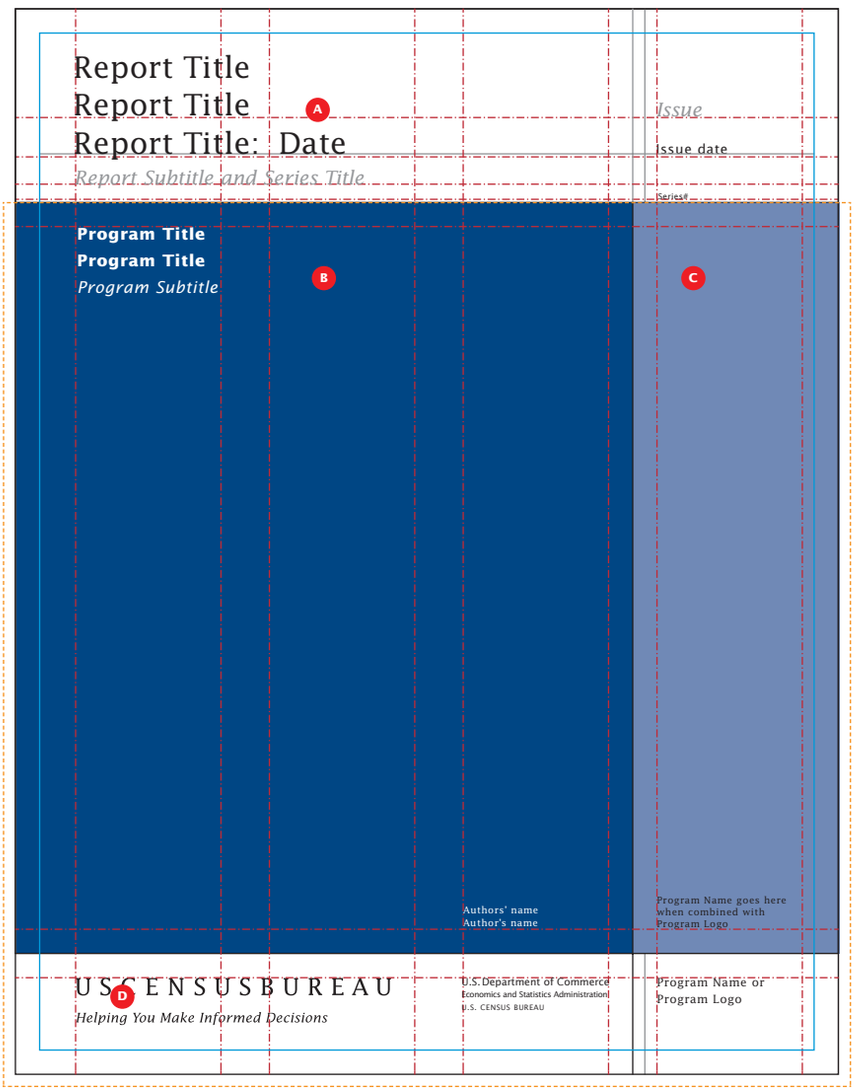
Use of color is another important element in defining the report cover system. The appropriate application of the U.S. Census Bureau color palette will further help unify our reports. This page describes general guidelines for flexible use of color, and the following pages show just a few of the possible variations you can achieve.

Exhibit shown at 50% of actual size

A. The report information panel is always white. This may not be altered for any reason or exception.

B. The program and author information panel, divided into two segments by the vertical separator, may be filled with one or two solids or tints of a Census color.

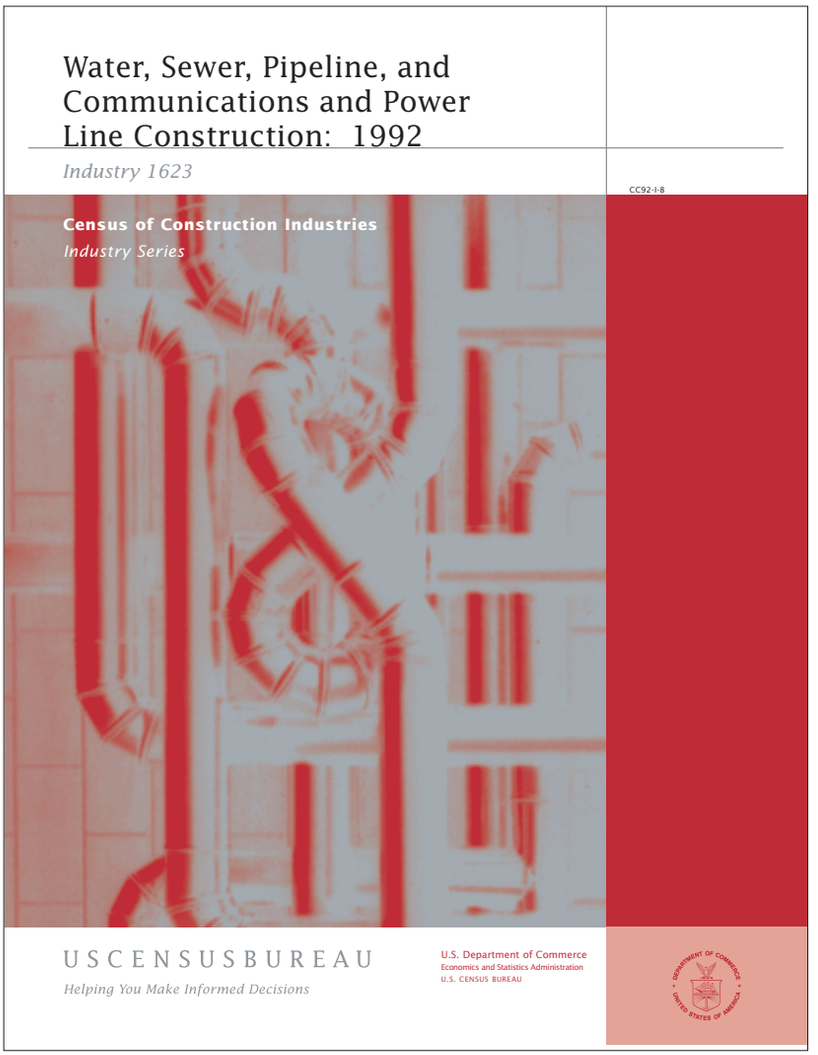
C. The endorsement panel may either be white or filled with a solid or tint of a Census palette color.



Imagery

Exhibit shown at 50% of actual size

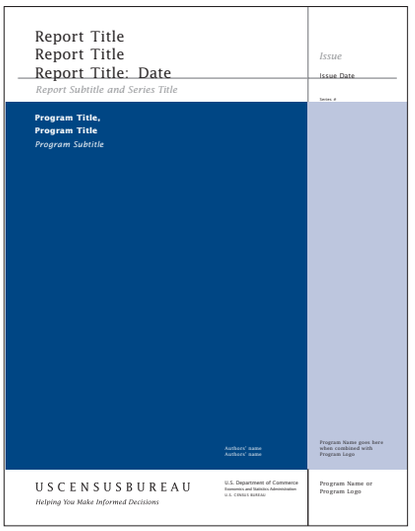
Imagery, such as illustration, photography, or other graphic treatment, may only be applied on the program and author information panel, which is divided into two segments by the vertical separator. Imagery may be contained in the left segment of the panel, or it may extend into the right side. When it extends into the right segment, the image color, the contrasting color, or the background color may change. See examples on the next few pages for both imagery and color variations.



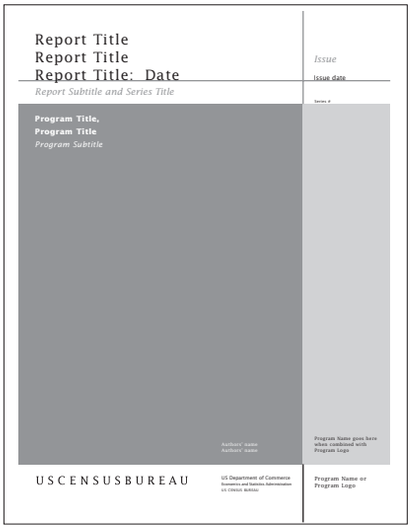
Two colors are used in this example: Census Red and Census Gray. The colors extend all the way to the edge and "bleed" off of the page. The photograph is reversed in Census Gray, out of Census Red background. Tint of Census Red is in lower right of endorsement panel.

Report Cover Variations

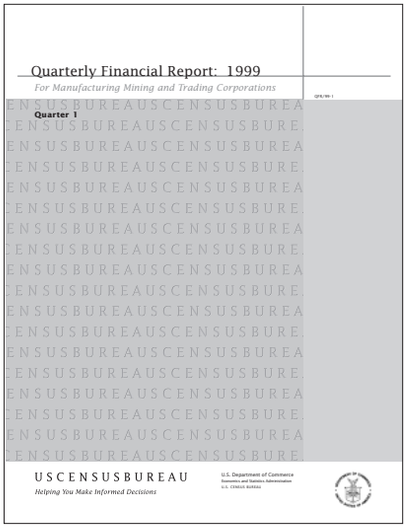
Exhibit shown at 25% of actual size



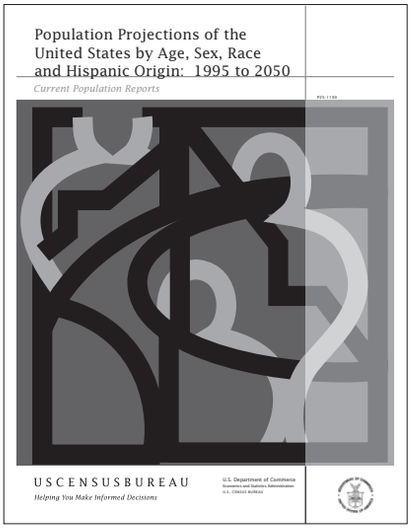
Two colors are used in this example: Census Navy Blue (solid and tint) and black.



Black and white, with no bleed. The shading is contained within grid parameters.



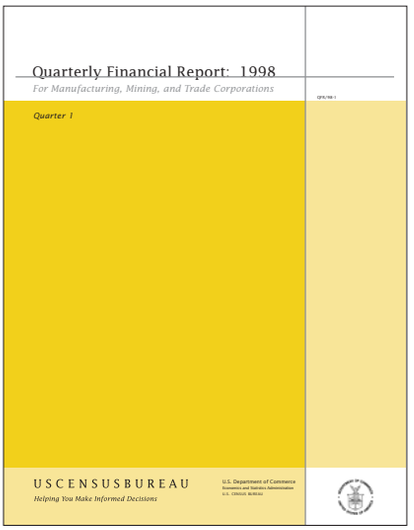
Black and white bleed, with an appropriate pattern created using the alternate emblem. Background color is light enough to allow program information to be printed in black. Much darker backgrounds might necessitate reversing the type to white.



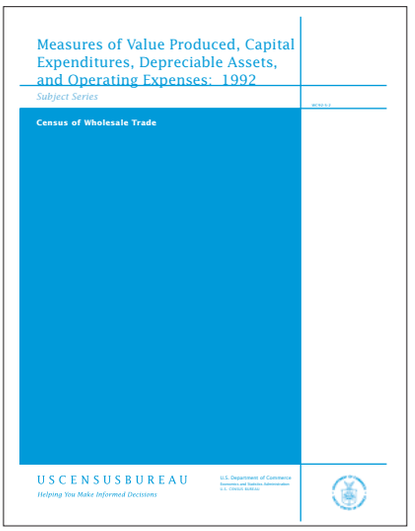
Black and white with no bleed, with an illustration which fills the entire program and author information panel. Different colored backgrounds behind the illustration create a distinctive look.

Report Cover Variations

Exhibit shown at 25% of actual size

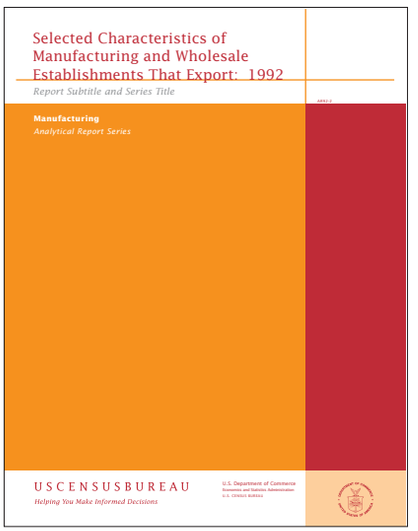


Two colors (black and Census Yellow) with bleed, filling the entire program and author information panel and extending into the endorsement panel. Tints of one color effectively communicate uniformity within the system. Type appears in black and remains legible against a light background.



One color, no bleed. No tints. Solid Census Blue is used for the panel, and all type prints in the same color, except for program and author information. This type is reversed to white, because of the dark background. It thus retains legibility.

Two colors with bleed. Census Lime and black are used with a graphic pattern. Icons are repeated to create a pattern, which appears in a lighter tint of the background color in the left segment of the program and author information panel. In the right segment, the colors are reversed. The tint alone is extended into the endorsement panel. Type still is legible in black over the light background color.



Two colors with bleed. Census Orange, Census Red, and tints thereof are combined. Type reverses to white, emphasizing contrast with the darker background.

Short Report

Exhibit shown at 50% of actual size

The short report cover is organized in a similar way to the basic report cover. However, the major difference is that the short report actually begins on the cover. Content, conveyed by either text and/or graphs is positioned on the cover, in the center panel. As with the basic report cover, a grid is provided for the short report cover format.

To allow for the most effective use of space, text appears in two columns (see modified text box below). When there is no program title, program subtitle, or series title, text starts at the top of the panel. Short reports, with an average page length of four, are three-hole punched.

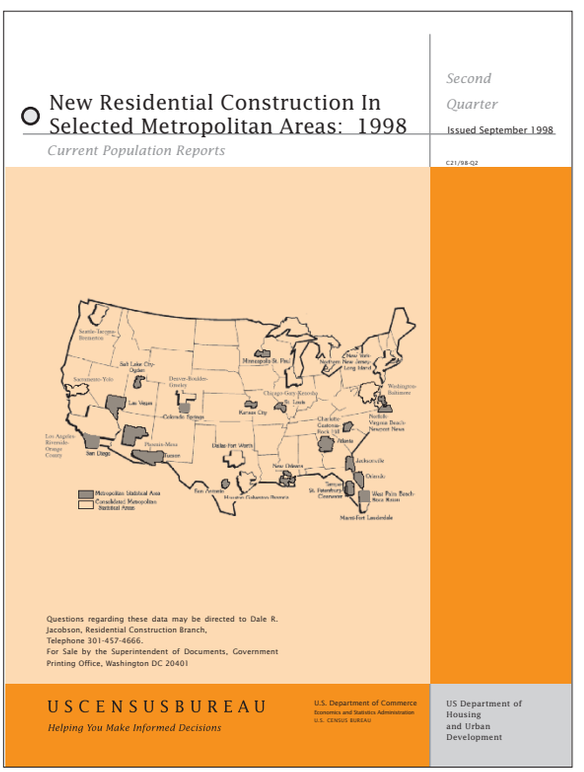
Short Report Maps & Graphs

Exhibit shown at 50% of actual size

Maps and graphs, which are part of the report content, are the only types of imagery used on a short report cover. It is acceptable to combine the map or graph with text.

The map or graph is positioned in the left segment of the program and author information panel. This is to prevent distortion of the image and the information contained therein. For clarity of photocopying reproduction, the color behind the map or graph image should be a tint, not a solid color. The right panel should be a solid color.

Short Report With Text



Short Report With Map/Graph

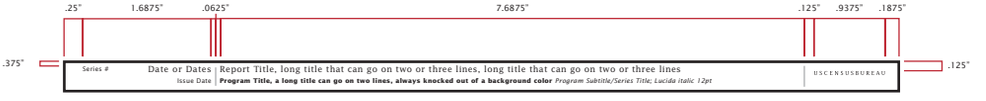
Spines

Exhibit shown at 45% of actual size

The report spine is divided into three sections which roughly correspond to the three sections of the report cover: the top section includes the report data, such as the series number and date, the middle encompasses the report and program title, and the US Census Bureau emblem always appears at the bottom. The spine sections are differentiated by either a hairline rule or by color. This should also coordinate with the cover.

The width of the spine will depend on the length of the report. If the report is a long one, the spine may be wide enough to accommodate additional information on a second line, such as the series title or program subtitle.

When the spine is wider than .375, the information may run to two lines. The information here is separated by a hairline.



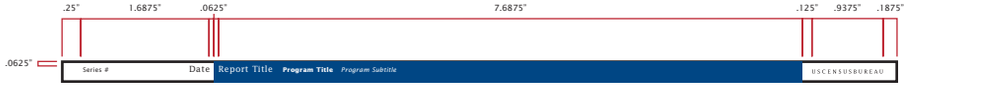
Series #
Lucida Sans 6pt/10pt, 6pt tracking
Date
Lucida 8pt/10pt, 8pt tracking

Issue Date
Lucida Sans 6pt/10pt, 6pt tracking
Report Title
Lucida 8pt/10pt, 6pt tracking

prints 100% black, center vertically

Program Title
Lucida Sans Bold 6pt/10pt, 5pt tracking
Program Subtitle
Lucida Sans Italic 6pt/10pt, 5pt tracking
Emblem
prints 100% black

When the spine is narrower than .375, the information must be contained on one line. The information here is delineated by color.



Series #
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Date
Lucida 8pt/10pt, 8pt tracking

Issue Date
Lucida Sans 6pt/10pt, 6pt tracking
Report Title
Lucida 8pt/10pt, 6pt tracking

Program Title
Lucida Sans Bold 6pt/10pt, 5pt tracking
Program Subtitle
Lucida Sans Italic 6pt/10pt, 5pt tracking
Emblem

Dual Roster

Cover With Dual Roster (no wordmark)

INSTITUTIONAL CREDITS will appear in the endorsement panel, side by side and flush left with the report title

U.S. Department of Housing and Urban Development

U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU

Side Heads and Body Text

Side Heads

To be used if you have 4 or less

LEVEL 1 **Lucida font, 10 pt. bold, caps and lower case, flush left, color**

LEVEL 2 **Lucida font, 9 pt. bold, cap and lower case, flush left, color**

LEVEL 3 *Lucida font, 9 pt. italic, cap and lower case, flush left, color*

LEVEL 4 *Lucida Sans font, 9 pt. italic, initial cap, flush, black*

To be used if you have 5

LEVEL 1 **LUCIDA FONT, 10 PT. BOLD, ALL CAPS, FLUSH LEFT, COLOR**

LEVEL 2 **Lucida font, 10 pt. bold, caps and lower case, flush left, color**

LEVEL 3 **Lucida font, 9 pt. bold, cap and lower case, flush left, color**

LEVEL 4 *Lucida font, 9 pt. italic, cap and lower case, flush left, color*

LEVEL 5 *Lucida Sans font, 9 pt. italic, initial cap, flush, black*

Body Text

Lucida Sans font, 9 pt. medium, flush left, black

Figures and Tables

Figures

FIGURE NUMBER	Lucida font, 10 pt. medium, flush left, black
FIGURE TITLE	Lucida font, 10 pt. bold, cap and lower case, flush left, color
HEADNOTE	Lucida font, 9 pt. medium, flush left, black, enclosed in parentheses

Figure number and figure title will be stacked

Figure 1.
This is the Figure Title
(headnote)

Tables

TABLE NUMBER	Lucida font, 10 pt. medium, flush left, black
TABLE TITLE	Lucida font, 10 pt. bold, cap and lower case, flush left, color
HEADNOTE	Lucida font, 9 pt. medium, flush left, black, enclosed in brackets
SMALL REPORTS	Table number and table title will be stacked

Table 1.
This is the Table Title This is the Table Title
[headnote]

PUBLICATIONS	Table number and table title will be aligned with the descriptor

Table 1. **This is the Table Title This is the Table Title This is the Table Title This is the Table Title**

[headnote]

Slug Line, Page Number & Folio

Slug Line

SMALL REPORTS	Slug line and page number are bottom aligned - U.S. Census Bureau, 6pt. medium, cap and lower case
PUBLICATIONS	Slug line falls below the folio line - U.S. Census Bureau, 6pt. medium, cap and lower case

Page Number

Page number will be the same size as the body text or no smaller than 8 pt. type

Folio

Folio will be cap and lower case and the same size as the page number

Brochures and Pamphlets

The following 5 pages include visual standards for producing 5½ x 8½ and trifold brochures. These guidelines refer to the layout of cover 1, cover 4 (where applicable), and acknowledgments (where applicable).

5½ x 8½ Brochure
Pages 3.01 - 3.03 show 3 cover variations to choose from including: Wraparound cover with bleed (cover art spans across front and back cover), cover with no bleed, and color placement variation.

Acknowledgments
Page 3.04 shows acknowledgments layout for the 5½ x 8½ brochure. If you choose to include acknowledgments, these visual standards should be followed.

Trifold Brochure
Page 3.05 shows the layout for a trifold brochure.

(Lucida and Lucida Sans should be used throughout the brochure.)

4.00

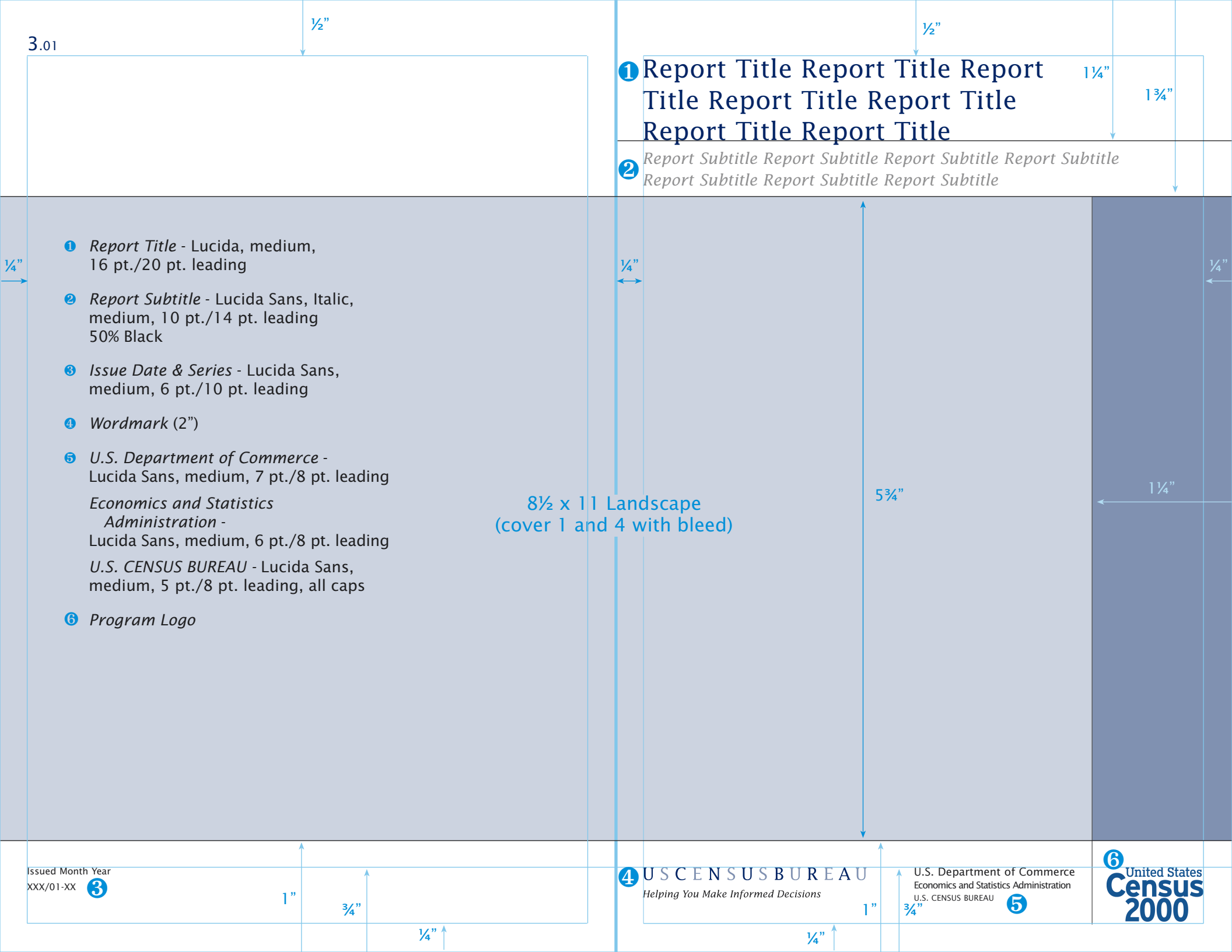
Other Products

Posters

Tent Cards

Name Badges

Certificates



1. *Report Title* - Lucida, medium, 16 pt./20 pt. leading
2. *Report Subtitle* - Lucida Sans, Italic, medium, 10 pt./14 pt. leading 50% Black
3. *Issue Date & Series* - Lucida Sans, medium, 6 pt./10 pt. leading
4. *Wordmark* (2”)
5. *U.S. Department of Commerce* - Lucida Sans, medium, 7 pt./8 pt. leading

   Economics and Statistics Administration - Lucida Sans, medium, 6 pt./8 pt. leading

   U.S. CENSUS BUREAU - Lucida Sans, medium, 5 pt./8 pt. leading, all caps
6. *Program Logo*

3 Issued Month Year
XXX/01-XX

4 USCENSUSBUREAU
Helping You Make Informed Decisions

5 U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU

6 United States Census 2000

3.02

❶ *Report Title* - Lucida, medium, 16 pt./20 pt. leading

❷ *Report Subtitle* - Lucida Sans, Italic, medium, 10 pt./14 pt. leading 50% Black

❸ *Issue Date & Series* - Lucida Sans, medium, 6 pt./10 pt. leading

❹ *Wordmark* (2")

❺ *U.S. Department of Commerce* - Lucida Sans, medium, 7 pt./8 pt. leading

Economics and Statistics Administration - Lucida Sans, medium, 6 pt./8 pt. leading

U.S. CENSUS BUREAU - Lucida Sans, medium, 5 pt./8 pt. leading, all caps

❻ *Program Logo*

8½ x 11 Landscape
(cover 1 and 4 no bleed)

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❷ *Report Subtitle Report Subtitle Report Subtitle Report Subtitle Report Subtitle Report Subtitle Report Subtitle Report Subtitle*

Issued Month Year
XXX/01-XX ❸

❹ USCENSUSBUREAU
Helping You Make Informed Decisions

U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU ❺

❻ United States Census 2000

❶ *Report Title* - Lucida, medium, 16 pt./20 pt. leading

❷ *Report Subtitle* - Lucida Sans, Italic, medium, 10 pt./14 pt. leading 50% Black

❸ *Issue Date & Series* - Lucida Sans, medium, 6 pt./10 pt. leading

❹ *Wordmark* (2")

❺ *U.S. Department of Commerce* - Lucida Sans, medium, 7 pt./8 pt. leading

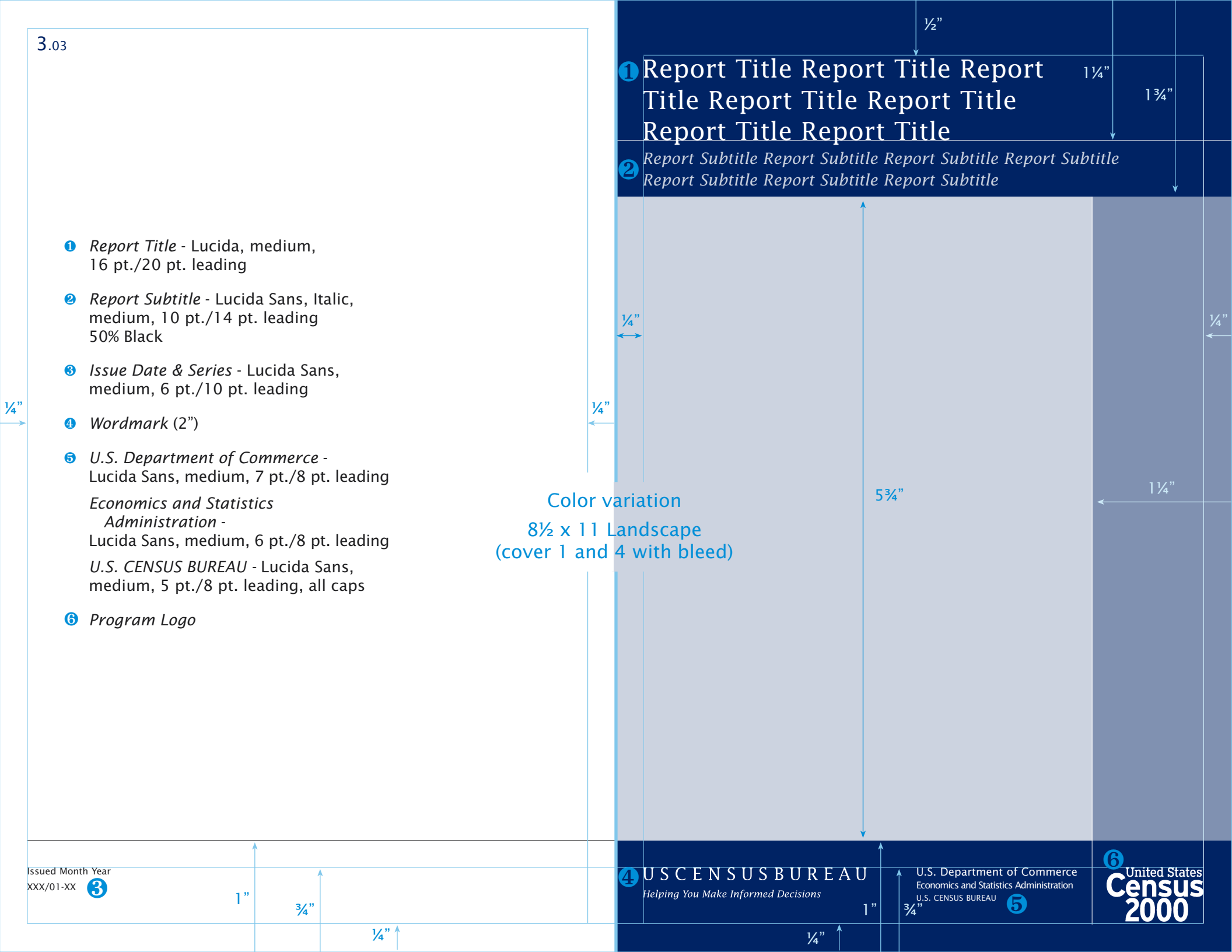
Economics and Statistics Administration - Lucida Sans, medium, 6 pt./8 pt. leading

U.S. CENSUS BUREAU - Lucida Sans, medium, 5 pt./8 pt. leading, all caps

❻ *Program Logo*

Color variation

8½ x 11 Landscape
(cover 1 and 4 with bleed)



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Lucida, 10 pt.

ACKNOWLEDGMENTS

Lucida Sans, 8.5 pt.

U.S. Department of Commerce
Donald L. Evans,
Secretary

Lucida Sans, 7.5 pt.

Economics and Statistics Administration
Kathleen B. Cooper,
Under Secretary
for Economic Affairs

Lucida Sans, 6.5 pt.

U.S. CENSUS BUREAU

William G. Barron, Jr.,
Acting Director

William G. Barron, Jr.,
Deputy Director

John H. Thompson,
Principal Associate
Director for Programs

Associate Director

Division Chief

Your division's narrative here.

Section Chief, Editor, Graphics Artist, Publications Technician, and **Laurene V. Qualls** of the Administrative and Customer Services Division, **Walter C. Odom,** Chief, provided publications and printing management, graphics design and composition, and editorial review for print and electronic media. General direction and production management were provided by **Michael G. Garland,** Assistant Chief, and **Gary J. Lauffer,** Chief, Publications Services Branch.

Lucida Sans, 6.5 pt.

¼" ¼"

5½ x 8½ brochure acknowledgments

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3.05

text area

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8½ x 11 Trifold

text area

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❷ *Report Subtitle* - Lucida Sans, Italic, medium, 10 pt./14 pt. leading, 50% Black

❸ *U.S. Department of Commerce* - Lucida Sans, medium, 7 pt./8 pt. leading

Economics and Statistics Administration - Lucida Sans, medium, 6 pt./8 pt. leading

U.S. CENSUS BUREAU - Lucida Sans, medium, 5 pt./8 pt. leading, all caps

❹ *Issue Date & Series* - Lucida Sans, medium, 6 pt./10 pt. leading

❺ *Wordmark* (2”)

❻ *Program Logo*

❸ U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU

❹ Issued Month Year
XXX/01-XX

❺ U S C E N S U S B U R E A U
Helping You Make Informed Decisions

1”

¾”

❻ United States Census 2000

¼”

Posters

text and graphics here

½”

Tent Cards

U S C E N S U S B U R E A U

Helping You Make Informed Decisions

½”

text and graphics here

½”

text and graphics here

U S C E N S U S B U R E A U

Helping You Make Informed Decisions

½”

½”

Name Badges

1”

Joe Employee

Title and/or Division

U S C E N S U S B U R E A U

Helping You Make Informed Decisions

Joe Employee

Title and/or Division

U S C E N S U S B U R E A U

Helping You Make Informed Decisions

¼”

½”

Joe Employee

Title and/or Division

U S C E N S U S B U R E A U

Helping You Make Informed Decisions

Joe Employee

Title and/or Division

U S C E N S U S B U R E A U

Helping You Make Informed Decisions

¼”

½”

Joe Employee

Title and/or Division

U S C E N S U S B U R E A U

Helping You Make Informed Decisions

Joe Employee

Title and/or Division

U S C E N S U S B U R E A U

Helping You Make Informed Decisions

1”

Certificate of Appreciation

Presented to

Employee Name

Date

In appreciation for . . .

1st Signing official,
Title

2nd Signing official (if applicable),
Title

U S C E N S U S B U R E A U

Helping You Make Informed Decisions

program logo
(if applicable)

Enclosure

United States 2010 Census

Logo Style Guide

Issued April 2010 V.2

U S C E N S U S B U R E A U

United States® Census 2010

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Introduction

The U.S. 2010 Census logo is the agency's most-used and best-known asset. It is the cornerstone of the 2010 Census program.

Because of its importance, great care must be taken in the use of the 2010 Census logo. The logo is presented in a consistent fashion, and its use must be governed by strict rules. If it is used haphazardly, the logo's value will be diminished.

Most uses of the 2010 Census logo will originate in various program design groups, but from time to time, 2010 Census workers outside of design groups are required to make judgments about the use of the 2010 Census logo, often relating to a one-time use. To facilitate consistency and quality in the use of the logo, among both professional and nonprofessional users, this manual has been prepared.

Exceptions to these guidelines are rare and must be approved by the Census 2010 Publicity Office (C2PO). Your assistance and cooperation in the protection of the 2010 Census logo is valued and appreciated.

Section 1.0

Decennial Decision Memorandums

The logos in this guide were officially released by the U.S. Census Bureau. Census Bureau employees can access the following memos on the 2010 Census Portal:

- Release of the United States 2010 Census Logo Memo No. 2
- Release of the American Indian and Alaska Native (AIAN) 2010 Logo Memo No. 15
- Release of the Puerto Rico and Islands Areas 2010 Logos Memo No. 19

1.1

Memo No. 2

2010 Decennial Census Program Decision Memorandum Series

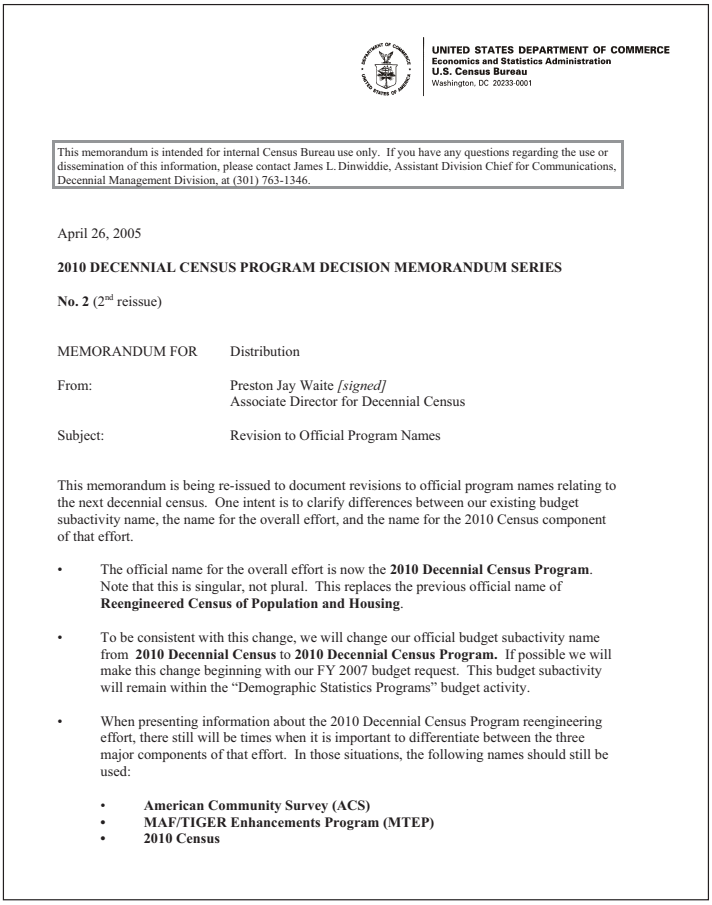
April 26, 2005

Memo No. 2

Subject: Names and Logo for Use by the Reengineered Census of Population and Housing

The 2010 Census Decision Memo No. 2 is on the DMD Portal at

<http://dscmoop2.decennial.census.gov:7778/portal/page/portal/2010censusplanninghome/dmd2010prg0000001/DMD2010MEM0000001/DMD2010MEM0000005/2010%20DECISION%20MEMO%202%20(2ND%20REISSUE).pdf>.



UNITED STATES DEPARTMENT OF COMMERCE
Economics and Statistics Administration
U.S. Census Bureau
Washington, DC 20233-0001

This memorandum is intended for internal Census Bureau use only. If you have any questions regarding the use or dissemination of this information, please contact James L. Dinwiddie, Assistant Division Chief for Communications, Decennial Management Division, at (301) 763-1346.

April 26, 2005

2010 DECENNIAL CENSUS PROGRAM DECISION MEMORANDUM SERIES

No. 2 (2nd reissue)

MEMORANDUM FOR Distribution

From: Preston Jay Waite *[signed]*
Associate Director for Decennial Census

Subject: Revision to Official Program Names

This memorandum is being re-issued to document revisions to official program names relating to the next decennial census. One intent is to clarify differences between our existing budget subactivity name, the name for the overall effort, and the name for the 2010 Census component of that effort.

- The official name for the overall effort is now the **2010 Decennial Census Program**. Note that this is singular, not plural. This replaces the previous official name of **Reengineered Census of Population and Housing**.
- To be consistent with this change, we will change our official budget subactivity name from **2010 Decennial Census** to **2010 Decennial Census Program.** If possible we will make this change beginning with our FY 2007 budget request. This budget subactivity will remain within the "Demographic Statistics Programs" budget activity.
- When presenting information about the 2010 Decennial Census Program reengineering effort, there still will be times when it is important to differentiate between the three major components of that effort. In those situations, the following names should still be used:
  - **American Community Survey (ACS)**
  - **MAF/TIGER Enhancements Program (MTEP)**
  - **2010 Census**

1.2

Memo No. 15

2010 Decennial Census Program Decision Memorandum Series

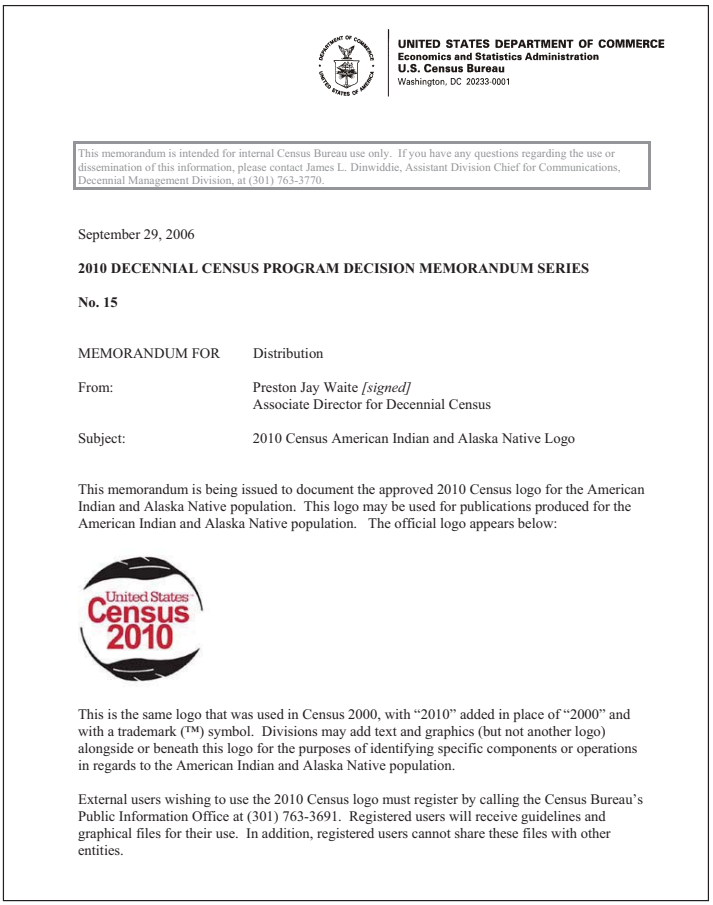
September 29, 2006

Memo No. 15

Subject: 2010 Census logo for the American Indian and

Alaska Native (AIAN) population

The 2010 Census Decision Memo No. 15 is on the DMD Portal at <http://dscmoop2.decennial.census.gov:7778/portal/page/portal/2010censusplanninghome/dmd2010prg0000001/DMD2010MEM0000001/DMD2010MEM0000005/2010%20Decision%20Memo%2015.pdf>.



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Economics and Statistics Administration
U.S. Census Bureau
Washington, DC 20233-0001

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September 29, 2006

2010 DECENNIAL CENSUS PROGRAM DECISION MEMORANDUM SERIES

No. 15

MEMORANDUM FOR Distribution

From: Preston Jay Waite *[signed]*
Associate Director for Decennial Census

Subject: 2010 Census American Indian and Alaska Native Logo

This memorandum is being issued to document the approved 2010 Census logo for the American Indian and Alaska Native population. This logo may be used for publications produced for the American Indian and Alaska Native population. The official logo appears below:

United States Census 2010

This is the same logo that was used in Census 2000, with "2010" added in place of "2000" and with a trademark (™) symbol. Divisions may add text and graphics (but not another logo) alongside or beneath this logo for the purposes of identifying specific components or operations in regards to the American Indian and Alaska Native population.

External users wishing to use the 2010 Census logo must register by calling the Census Bureau's Public Information Office at (301) 763-3691. Registered users will receive guidelines and graphical files for their use. In addition, registered users cannot share these files with other entities.

1.3

Memo No. 19

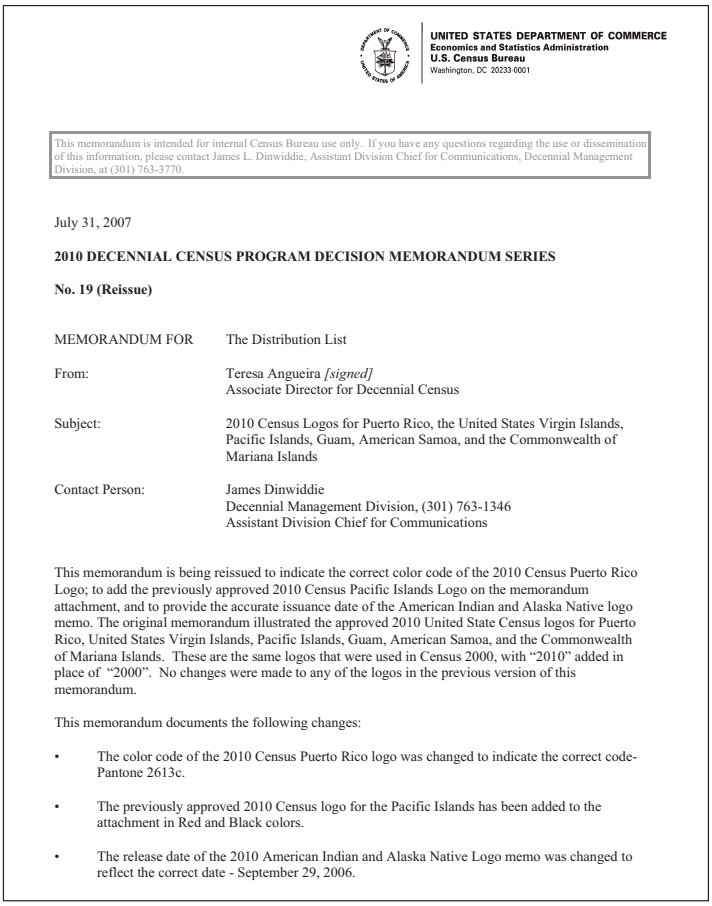
2010 Decennial Census Program Decision Memorandum Series

June 14, 2007

Memo No. 19

Subject: 2010 Census Logos for Puerto Rico, the U.S. Virgin Islands, Pacific Islands, Guam, American Samoa, and the Commonwealth of the Northern Mariana Islands

The 2010 Census Decision Memo No. 19 is on the DMD Portal at <http://dscmoop2.decennial.census.gov:7778/portal/page/portal/2010censusplanninghome/dmd2010prg0000001/DMD2010MEM0000001/DMD2010MEM0000005/2010%20Decision%20Memo%2019.pdf>.



UNITED STATES DEPARTMENT OF COMMERCE
Economics and Statistics Administration
U.S. Census Bureau
Washington, DC 20233-0001

This memorandum is intended for internal Census Bureau use only. If you have any questions regarding the use or dissemination of this information, please contact James L. Dinwiddie, Assistant Division Chief for Communications, Decennial Management Division, at (301) 763-3770.

July 31, 2007

2010 DECENNIAL CENSUS PROGRAM DECISION MEMORANDUM SERIES

No. 19 (Reissue)

MEMORANDUM FOR — The Distribution List

From: — Teresa Angueira *[signed]*
Associate Director for Decennial Census

Subject: — 2010 Census Logos for Puerto Rico, the United States Virgin Islands, Pacific Islands, Guam, American Samoa, and the Commonwealth of Mariana Islands

Contact Person: — James Dinwiddie
Decennial Management Division, (301) 763-1346
Assistant Division Chief for Communications

This memorandum is being reissued to indicate the correct color code of the 2010 Census Puerto Rico Logo; to add the previously approved 2010 Census Pacific Islands Logo on the memorandum attachment, and to provide the accurate issuance date of the American Indian and Alaska Native logo memo. The original memorandum illustrated the approved 2010 United State Census logos for Puerto Rico, United States Virgin Islands, Pacific Islands, Guam, American Samoa, and the Commonwealth of Mariana Islands. These are the same logos that were used in Census 2000, with "2010" added in place of "2000". No changes were made to any of the logos in the previous version of this memorandum.

This memorandum documents the following changes:

- The color code of the 2010 Census Puerto Rico logo was changed to indicate the correct code-Pantone 2613c.
- The previously approved 2010 Census logo for the Pacific Islands has been added to the attachment in Red and Black colors.
- The release date of the 2010 American Indian and Alaska Native Logo memo was changed to reflect the correct date - September 29, 2006.

Section 2.0

Support Type Styles

This section describes the supporting type styles for the

2010 Census logo.

Type style consistency, particularly on 2010 Census logo application materials, is essential for projecting a cohesive public image and recognizable design style.

The Lucida type family as a serif type style and the Lucida Sans type family as a sans serif type style have been selected as the preferred support type styles for the 2010 Census identity system. These type styles should be used for all text on materials using the 2010 Census logo. Shown here is a selection of available weights and styles of the Lucida and Lucida Sans type families. Selection of the appropriate typography style within this family will be left to the discretion of the art director or project manager.

Preferred serif type style

Lucida Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Lucida Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Lucida Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Lucida Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Preferred sans serif type style

Lucida Sans Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Lucida Sans Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Lucida Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Lucida Sans Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

The Times Roman type family as a serif type style and the Helvetica type family as a sans serif type style have been selected as the alternate support type styles for the 2010 Census identity system when the Lucida or Lucida Sans type families are not available. A selection of available weights and styles are shown here. Selection of the appropriate typography style within the Times Roman and Helvetica families will be left to the discretion of the art director or project manager.

Alternate serif type style

Times Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Times Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Times Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Times Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Alternate sans serif type style

Helvetica Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Bold Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Section 3.0

2010 Census Logo Standards

3.1

2010 Census Logo

The 2010 Census logo consists of the words "United States 2010 Census," as a stand alone or coupled with the 2010 tagline "It's In Our Hands" displayed in the specific fonts that were created for this logo. No other font can be used to build the logo.

When the 2010 Census logo is used, it should be sufficiently isolated from illustrations or other words or images that might detract from the logo's importance. One good general rule is that the logo be one "s" height (from the word Census) away from illustrations, photographs, rules, page edges, or other type.

United States®
Census
2010

IT'S IN OUR HANDS

3.2

2010 Census Colors

The 2010 Census logo is limited to two developed colors, Census red and black.

2010 Census black

Black
(Both coated and uncoated)

2010 Census red

PANTONE® 194C
(For coated paper stock)

PANTONE® 187U
(For uncoated paper stock)

Process builds for
PANTONE® 194C
(For coated paper stock)
C: 0.0
M: 91.0
Y: 56.0
K: 34.0

Process builds for
PANTONE® 187U
(For uncoated paper stock)
C: 0.0
M: 91.0
Y: 72.0
K: 23.5

* The colors shown in this book are for example only and are not intended to match PANTONE® colors. See the current PANTONE® Color Standards book for color swatches and formulas. PANTONE® is a registered trademark of Pantone, Inc.

3.3

Positive and Reverse Logos

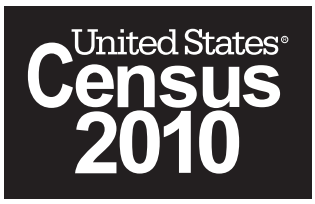
Although the preferred use of the logo is Census red or black on a white or light background, there may be a need, from a design standpoint, to use the logo in a reversed format. Attention must then be given for the logo to be clearly readable. Background colors that are dark enough to provide adequate contrast should be used.

As a general rule, mid-range (55 percent) or less color saturation should be avoided since there is not enough contrast for effective logo use.

When a positive logo is used on a color background, such as colored paper stock, the logo will appear in Census red or black, whichever offers the most contrast between the stock and the logo.

Positive logos

Reverse logos



Positive Logos with Tagline

3.4

Reproduction Sizes

The logo should not be used so small that the readability or reproduction quality is reduced.

A solid positive logo or reverse logo should be no smaller than 5/8" wide. See example below. Make sure the line screen is 133 or finer. If you want to use a coarser screen, make sure the logo is no smaller than 3/4" wide.

If a logo smaller than 5/8" is required, it must be approved by the Census 2010 Publicity Office (C2PO).

Examples of solid positive logos

Examples of solid reverse logos

3.5

Unacceptable Logo Usage

Do not enclose the logo or the logo type in other shapes.	
Do not violate the logo clear zone.	
Do not place logo over complex backgrounds.	
Do not add or change typeface of logo type.	
Do not abbreviate logo typeface or add other words.	
Do not alter color from accepted standards.	
Do not alter size or proportions of elements within the logo.	
Do not use the logo without the 2010.	

Section 4.0

American Indian and Alaska Native (AIAN) Logo Standards

4.1

AIAN Logo

The AIAN logo consists of the words "United States 2010 Census" with two feathers encircling the words, displayed in the specific fonts that were created for this logo. No other font can be used to build the logo. This logo is for use on products and materials created for the AIAN population. The AIAN logo should never be used together with the 2010 Census logo on any material.

When the AIAN logo is used, it should be sufficiently isolated from illustrations or other words or images that might detract from the logo's importance. One good general rule is that the logo be one "s" height (from the outside of the circle created by the feathers) away from illustrations, photographs, rules, page edges, or other type.

Circles can be used in place of the "s" for measuring spacing around the logo, as long as the circles are the same height as the "s" as illustrated.

4.2

AIAN 2010 Logo Colors

The AIAN 2010 logo is limited to two developed colors, Census red and black, as defined earlier in this style guide.

Coated and uncoated paper stock swatches of the AIAN 2010 colors are provided in the back of this manual.

AIAN 2010 Census black

Black
(Both coated and uncoated)

AIAN 2010 Census red

PANTONE® 194C
(For coated paper stock)

PANTONE® 187U
(For uncoated paper stock)

Process builds for
PANTONE® 194C
(For coated paper stock)
C: 0.0
M: 91.0
Y: 56.0
K: 34.0

Process builds for
PANTONE® 187U
(For uncoated paper stock)
C: 0.0
M: 91.0
Y: 72.0
K: 23.5

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4.3

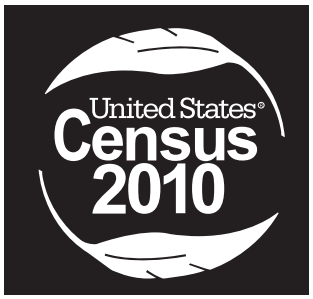
AIAN 2010 Logo Color Combinations

The AIAN 2010 logo combinations are to be used in the manner shown below only, solid black or red words and black feathers.

The logo can also be used in reverse, as solid white only, with a background no lighter than 60 percent color saturation.

Positive logos

Reverse logos



4.4

Unacceptable Logo Usage

Do not violate the logo clear zone.	
Do not place logo over complex backgrounds.	
Do not alter position of the feathers.	
Do not add or change typeface of logo type.	
Do not abbreviate logo typeface or add other words.	
Do not alter color from accepted standards.	
Do not alter size or proportions of elements within the logo.	
Do not use the logo without the 2010.	

Section 5.0

Puerto Rico Logo Standards

5.1

English Version

5.1.1

2010 Census Puerto Rico Logo

The 2010 Census Puerto Rico logo consists of the words "2010 Census Puerto Rico," as stand alone or coupled with the 2010 tagline "It's In Our Hands" displayed in the specific fonts that were created for this logo. No other font can be used to build the logo.

When the 2010 Census Puerto Rico logo is used, it should be sufficiently isolated from illustrations or other words or images that might detract from the logo's importance. One good general rule is that the logo be one "s" height (from the word Census) away from illustrations, photographs, rules, page edges, or other type.

Census®
2010
Puerto Rico

It's In Our Hands

5.1.2

2010 Census Puerto Rico Colors

The 2010 Census Puerto Rico logo is limited to two developed colors, 2010 Census Puerto Rico purple and black.

Coated and uncoated paper stock swatches of the 2010 Census Puerto Rico colors are provided in the back of this manual.

2010 Census Puerto Rico black

Black
(Both coated and uncoated)

2010 Census Puerto Rico purple

PANTONE® 2613C
(For coated paper stock)

PANTONE® 2613U
(For uncoated paper stock)

Process builds for
PANTONE® 2613
(For both coated and uncoated paper stock)

C: 63.0
M: 100.0
Y: 0.0
K: 15.0

* The colors shown in this book are for example only and are not intended to match PANTONE® colors. See the current PANTONE® Color Standards book for color swatches and formulas. PANTONE® is a registered trademark of Pantone, Inc.

5.1.3

Positive and Reverse Logos

Although the preferred use of the logo is 2010 Census Puerto Rico purple or black on a white or light background, there may be a need, from a design standpoint, to use the logo in a reversed format. Attention must then be given for the logo to be clearly readable. Background colors that are dark enough to provide adequate contrast should be used.

As a general rule, mid-range (55 percent) or less color saturation should be avoided since there is not enough contrast for effective logo use.

When a positive logo is used on a color background, such as colored paper stock, the logo will appear in Census purple or black, whichever offers the most contrast between the stock and the logo.

Positive logos

Reverse logos

Positive logos with tagline

5.2

Spanish Version

5.2.1

Censo 2010 Puerto Rico Logo

The Censo 2010 Puerto Rico logo consists of the words “Censo 2010 Puerto Rico,” as a stand alone or coupled with the 2010 tagline “It’s In Our Hands” displayed in the specific fonts that were created for this logo. No other font can be used to build the logo.

When the Censo 2010 Puerto Rico logo is used, it should be sufficiently isolated from illustrations or other words or images that might detract from the logo’s importance. One good general rule is that the logo be one “s” height (from the word Censo) away from illustrations, photographs, rules, page edges, or other type.

Censo®
2010
Puerto Rico

Está En
Nuestras Manos

5.2.2

Censo 2010 Puerto Rico Colors

The Censo 2010 Puerto Rico logos are limited to two developed colors, Censo 2010 Puerto Rico purple and black.

Coated and uncoated paper stock swatches of the Censo 2010 Puerto Rico colors are provided in the back of this manual.

Censo 2010 Puerto Rico black

Black
(Both coated and uncoated)

Censo 2010 Puerto Rico purple

PANTONE® 2613C
(For coated paper stock)

PANTONE® 2613U
(For uncoated paper stock)

Process builds for
PANTONE® 2613
(For both coated and uncoated paper stock)

C: 63.0
M: 100.0
Y: 0.0
K: 15.0

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5.2.3

Positive and Reverse Logos

Although the preferred use of the logo is 2010 Census Puerto Rico purple or black on a white or light background, there may be a need, from a design standpoint, to use the logo in a reversed format. Attention must then be given for the logo to be clearly readable. Background colors that are dark enough to provide adequate contrast should be used.

As a general rule, mid-range (55 percent) or less color saturation should be avoided since there is not enough contrast for effective logo use.

When a positive logo is used on a color background, such as colored paper stock, the logo will appear in Census purple or black, whichever offers the most contrast between the stock and the logo.

Positive logos

Reverse logos

Positive logos with tagline

Section 6.0

Island Areas Logo Standards

6.1

U.S. Virgin Islands

6.1.1

2010 Census U.S. Virgin Island Logo

The 2010 Census U.S. Virgin Islands logo consists of the words "2010 Census U.S. Virgin Islands," as a stand alone or coupled with the 2010 tagline "It's In Our Hands" displayed in the specific fonts that were created for this logo. No other font can be used to build the logo.

When the 2010 Census U.S. Virgin Islands logo is used, it should be sufficiently isolated from illustrations or other words or images that might detract from the logo's importance. One good general rule is that the logo be one "s" height (from the word Census) away from illustrations, photographs, rules, page edges, or other type.

Census™
2010
U.S. Virgin
Islands

It's In Our Hands

6.1.2

2010 Census U.S. Virgin Island Logo

The 2010 Census U.S. Virgin Islands logo is limited to two developed colors, Census red and black.

Coated and uncoated paper stock swatches of the 2010 Census U.S. Virgin Islands colors are provided in the back of this manual.

2010 Census U.S. Virgin Islands black

Black
(Both coated and uncoated)

2010 Census U.S. Virgin Islands red

PANTONE® 194C
(For coated paper stock)

PANTONE® 187U
(For uncoated paper stock)

Process builds for
PANTONE® 194C
(For coated paper stock)
C: 0.0
M: 91.0
Y: 56.0
K: 34.0

Process builds for
PANTONE® 187U
(For uncoated paper stock)
C: 0.0
M: 91.0
Y: 72.0
K: 23.5

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6.1.3

Positive and Reverse Logos

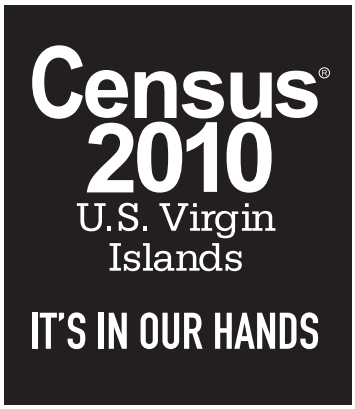
Although the preferred use of the logo is Census red or black on a white or light background, there may be a need, from a design standpoint, to use the logo in a reversed format. Attention must then be given for the logo to be clearly readable. Background colors that are dark enough to provide adequate contrast should be used.

As a general rule, mid-range (55 percent) or less color saturation should be avoided since there is not enough contrast for effective logo use.

When a positive logo is used on a color background, such as colored paper stock, the logo will appear in Census red or black, whichever offers the most contrast between the stock and the logo.

Positive logos with tagline

Reverse logos with tagline



6.2

Commonwealth of the Northern Mariana Islands

6.2.1

2010 Census Commonwealth of the Northern Mariana Islands Logo

The 2010 Census Commonwealth of the Northern Mariana Islands logo consists of the words “2010 Census Commonwealth of the Northern Mariana Islands,” as a stand alone or coupled with the 2010 tagline “It’s In Our Hands” displayed in the specific fonts that were created for this logo. No other font can be used to build the logo.

When the 2010 Census Commonwealth of the Northern Mariana Islands logo is used, it should be sufficiently isolated from illustrations or other words or images that might detract from the logo’s importance. One good general rule is that the logo be one “s” height (from the word Census) away from illustrations, photographs, rules, page edges, or other type.

6.2.2

2010 Census Commonwealth of the Northern Mariana Islands Colors

The 2010 Census Commonwealth of the Northern Mariana Islands is limited to two developed colors, Census red and black.

Coated and uncoated paper stock swatches of the 2010 Census Commonwealth of the Northern Mariana Islands colors are provided in the back of this manual.

2010 Census Commonwealth of the Northern Mariana Islands black

Black
(Both coated and uncoated)

2010 Census Commonwealth of the Northern Mariana Islands red

PANTONE® 194C
(For coated paper stock)

PANTONE® 187U
(For uncoated paper stock)

Process builds for
PANTONE® 194C
(For coated paper stock)
C: 0.0
M: 91.0
Y: 56.0
K: 34.0

Process builds for
PANTONE® 187U
(For uncoated paper stock)
C: 0.0
M: 91.0
Y: 72.0
K: 23.5

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6.2.3

Positive and Reverse Logos

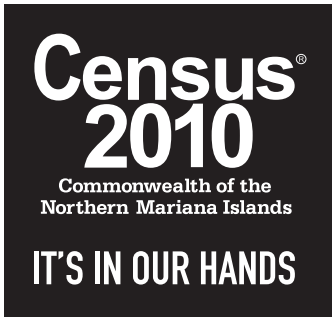
Although the preferred use of the logo is Census red or black on a white or light background, there may be a need, from a design standpoint, to use the logo in a reversed format. Attention must then be given for the logo to be clearly readable. Background colors that are dark enough to provide adequate contrast should be used.

As a general rule, mid-range (55 percent) or less color saturation should be avoided since there is not enough contrast for effective logo use.

When a positive logo is used on a color background, such as colored paper stock, the logo will appear in Census red or black, whichever offers the most contrast between the stock and the logo.

Positive logos with tagline

Reverse logos with tagline



6.3

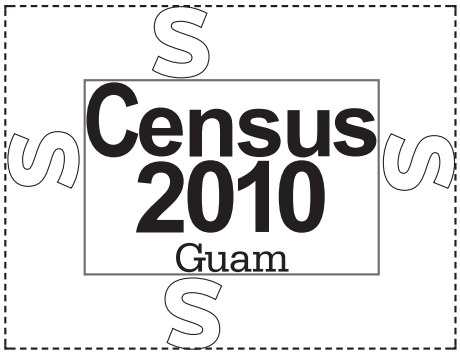
Guam

6.3.1

2010 Census Guam Logo

The 2010 Census Guam logo consists of the words "2010 Census Guam," as a stand alone or coupled with the 2010 tagline "It's In Our Hands" displayed in the specific fonts that were created for this logo. No other font can be used to build the logo.

When the 2010 Census Guam logo is used, it should be sufficiently isolated from illustrations or other words or images that might detract from the logo's importance. One good general rule is that the logo be one "s" height (from the word Census) away from illustrations, photographs, rules, page edges, or other type.



Census®
2010
Guam

IT'S IN OUR HANDS

6.3.2

2010 Census Guam Colors

The 2010 Census Guam logo is limited to two developed colors, Census red and black.

Coated and uncoated paper stock swatches of the 2010 Census Guam colors are provided in the back of this manual.

2010 Census Guam black

Black
(Both coated and uncoated)

2010 Census Guam red

PANTONE® 194C
(For coated paper stock)

PANTONE® 187U
(For uncoated paper stock)

Process builds for
PANTONE® 194C
(For coated paper stock)
C: 0.0
M: 91.0
Y: 56.0
K: 34.0

Process builds for
PANTONE® 187U
(For uncoated paper stock)
C: 0.0
M: 91.0
Y: 72.0
K: 23.5

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6.3.3

Positive and Reverse Logos

Although the preferred use of the logo is Census red or black on a white or light background, there may be a need, from a design standpoint, to use the logo in a reversed format. Attention must then be given for the logo to be clearly readable. Background colors that are dark enough to provide adequate contrast should be used.

As a general rule, mid-range (55 percent) or less color saturation should be avoided since there is not enough contrast for effective logo use.

When a positive logo is used on a color background, such as colored paper stock, the logo will appear in Census red or black, whichever offers the most contrast between the stock and the logo.

Positive logos with tagline

Reverse logos with tagline

6.4

American Samoa

6.4.1

2010 Census American Samoa Logo

The 2010 Census American Samoa logo consists of the words "2010 Census American Samoa," as a stand alone or coupled with the 2010 tagline "It's In Our Hands" displayed in the specific fonts that were created for this logo. No other font can be used to build the logo.

When the 2010 Census American Samoa logo is used, it should be sufficiently isolated from illustrations or other words or images that might detract from the logo's importance. One good general rule is that the logo be one "s" height (from the word Census) away from illustrations, photographs, rules, page edges, or other type.

Census®
2010
American
Samoa

IT'S IN OUR HANDS

6.4.2

2010 Census American Samoa Colors

The 2010 Census American Samoa logo is limited to two developed colors, Census red and black.

Coated and uncoated paper stock swatches of the 2010 Census American Samoa colors are provided in the back of this manual

2010 Census American Samoa black

Black
(Both coated and uncoated)

2010 Census American Samoa red

PANTONE® 194C
(For coated paper stock)

PANTONE® 187U
(For uncoated paper stock)

Process builds for
PANTONE® 194C
(For coated paper stock)
C: 0.0
M: 91.0
Y: 56.0
K: 34.0

Process builds for
PANTONE® 187U
(For uncoated paper stock)
C: 0.0
M: 91.0
Y: 72.0
K: 23.5

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6.4.3

Positive and Reverse Logos

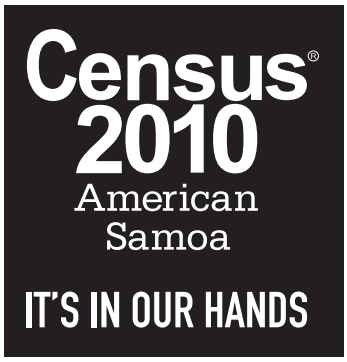
Although the preferred use of the logo is Census red or black on a white or light background, there may be a need, from a design standpoint, to use the logo in a reversed format. Attention must then be given for the logo to be clearly readable. Background colors that are dark enough to provide adequate contrast should be used.

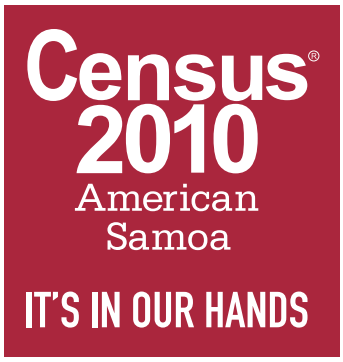
As a general rule, mid-range (55 percent) or less color saturation should be avoided since there is not enough contrast for effective logo use.

When a positive logo is used on a color background, such as colored paper stock, the logo will appear in Census red or black, whichever offers the most contrast between the stock and the logo.

Positive logos with tagline

Reverse logos with tagline





6.5

Pacific Islands

6.5.1

2010 Census Pacific Islands Logo

The 2010 Census American Samoa logo consists of the words "2010 Census American Samoa," as a stand alone or coupled with the 2010 tagline "It's In Our Hands" displayed in the specific fonts that were created for this logo. No other font can be used to build the logo.

When the 2010 Census American Samoa logo is used, it should be sufficiently isolated from illustrations or other words or images that might detract from the logo's importance. One good general rule is that the logo be one "s" height (from the word Census) away from illustrations, photographs, rules, page edges, or other type.

Census®
2010
Pacific Islands

IT'S IN OUR HANDS

6.5.2

2010 Census Pacific Islands Colors

The 2010 Census Pacific Islands logo is limited to two developed colors, Census red and black.

Coated and uncoated paper stock swatches of the 2010 Census Pacific Islands colors are provided in the back of this manual.

2010 Census Pacific Islands black

Black
(Both coated and uncoated)

2010 Census Pacific Islands red

PANTONE® 194C
(For coated paper stock)

PANTONE® 187U
(For uncoated paper stock)

Process builds for
PANTONE® 194C
(For coated paper stock)
C: 0.0
M: 91.0
Y: 56.0
K: 34.0

Process builds for
PANTONE® 187U
(For uncoated paper stock)
C: 0.0
M: 91.0
Y: 72.0
K: 23.5

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6.5.3

Positive and Reverse Logos

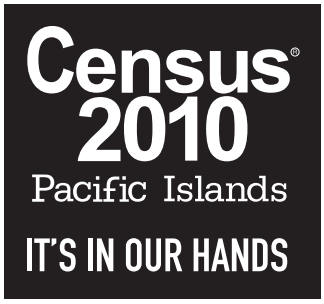
Although the preferred use of the logo is Census red or black on a white or light background, there may be a need, from a design standpoint, to use the logo in a reversed format. Attention must then be given for the logo to be clearly readable. Background colors that are dark enough to provide adequate contrast should be used.

As a general rule, mid-range (55 percent) or less color saturation should be avoided since there is not enough contrast for effective logo use.

When a positive logo is used on a color background, such as colored paper stock, the logo will appear in Census red or black, whichever offers the most contrast between the stock and the logo.

Positive logos

Reverse logos



Section 7.0

Asian Language Logo Standards

7.1

2010 Census Asian Language Logos

To make the 2010 Census more readily understandable to those audiences unfamiliar with the census due to language barriers or country of origin, the 2010 Census logo has been translated for some of the Census Bureau's Asian Language target markets.

When one of the Asian Language 2010 logos are used, it should be sufficiently isolated from illustrations or other words or images that might detract from the logo's importance unless it's being coupled with the 2010 tagline "It's In Our Hands". One good general rule is that the logo be one "s" height (from the word Census) away from illustrations, photographs, rules, page edges, or other type.

These are both examples of some Asian Language 2010 logos.

Chinese

Japanese

7.2

2010 Census Asian Language Colors

The Asian Language 2010 logos are limited to two developed colors, Census red and black.

Coated and uncoated paper stock swatches of the 2010 Census colors are provided in the back of this manual.

Asian Language 2010 logo black

Black
(Both coated and uncoated)

Asian Language 2010 logo red

PANTONE® 194C
(For coated paper stock)

PANTONE® 187U
(For uncoated paper stock)

Process builds for
PANTONE® 194C
(For coated paper stock)
C: 0.0
M: 91.0
Y: 56.0
K: 34.0

Process builds for
PANTONE® 187U
(For uncoated paper stock)
C: 0.0
M: 91.0
Y: 72.0
K: 23.5

* The colors shown in this book are for example only and are not intended to match PANTONE® colors. See the current PANTONE® Color Standards book for color swatches and formulas. PANTONE® is a registered trademark of Pantone, Inc.

7.3

Positive Logos

Although the preferred use of the logo is Census red or black on a white or light background, there may be a need, from a design standpoint, to use the logo in a reversed format. Attention must then be given for the logo to be clearly readable. Background colors that are dark enough to provide adequate contrast should be used.

As a general rule, mid-range (55 percent) or less color saturation should be avoided since there is not enough contrast for effective logo use.

When a positive logo is used on a color background, such as colored paper stock, the logo will appear in Census red or black, whichever offers the most contrast between the stock and the logo.

These are examples of some Asian Language 2010 positive logos.

Chinese

Japanese

Korean

Vietnamese

7.4

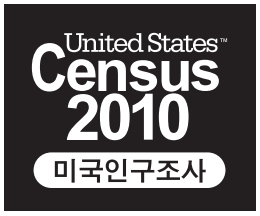
Reverse Logos

These are examples of some Asian Language 2010 reverse logos.

Chinese

Japanese

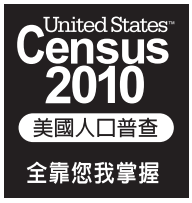
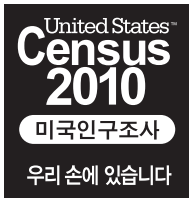
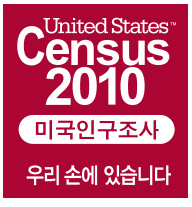
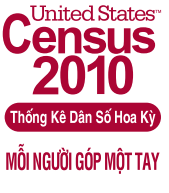
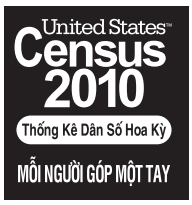
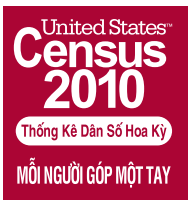
Korean



Vietnamese

7.5

These are examples of some Asian Language 2010 tagline logos.

	Positive		*Reverse*	
Chinese				
Japanese				
Korean				
Vietnamese				

Section 8.0

Emerging Market Logo Standards

8.1

2010 Census Emerging Market Logos

To make the 2010 Census more readily understandable to those audiences unfamiliar with the census due to language barriers or country of origin, the 2010 Census logo has been translated for some of the Census Bureau's emerging target markets.

When one of the emerging market 2010 logos is used, it should be sufficiently isolated from illustrations or other words or images that might detract from the logo's importance unless it's being coupled with the 2010 tagline "It's In Our Hands". One good general rule is that the logo be one "s" height (from the word Census) away from illustrations, photographs, rules, page edges, or other type.

These are both examples of some Emerging Market 2010 logos.

بين أيدينا

Arabic

Jest w naszych rękach

Polish

8.2

2010 Census Emerging Market Colors

The emerging market 2010 logos are limited to two developed colors, Census red and black.

Coated and uncoated paper stock swatches of the 2010 Census colors are provided in the back of this manual.

Emerging Market 2010 logo black

Black
(Both coated and uncoated)

Emerging Market 2010 logo red

PANTONE® 194C
(For coated paper stock)

PANTONE® 187U
(For uncoated paper stock)

Process builds for
PANTONE® 194C
(For coated paper stock)
C: 0.0
M: 91.0
Y: 56.0
K: 34.0

Process builds for
PANTONE® 187U
(For uncoated paper stock)
C: 0.0
M: 91.0
Y: 72.0
K: 23.5

* The colors shown in this book are for example only and are not intended to match PANTONE® colors. See the current PANTONE® Color Standards book for color swatches and formulas. PANTONE® is a registered trademark of Pantone, Inc.

8.3

Positive Logos

Although the preferred use of the logo is Census red or black on a white or light background, there may be a need, from a design standpoint, to use the logo in a reversed format. Attention must then be given for the logo to be clearly readable. Background colors that are dark enough to provide adequate contrast should be used.

As a general rule, mid-range (55 percent) or less color saturation should be avoided since there is not enough contrast for effective logo use.

When a positive logo is used on a color background, such as colored paper stock, the logo will appear in Census red or black, whichever offers the most contrast between the stock and the lo.

These are examples of some Emaerging Market 2010 positive logos.

Arabic

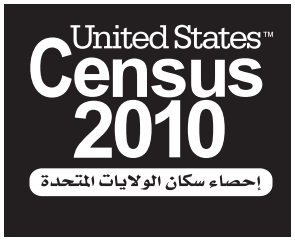
Polish

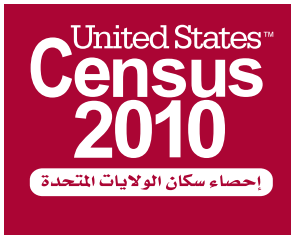
Russian

8.4

Reverse Logos

These are examples of some Emerging Market 2010 reverse logos.





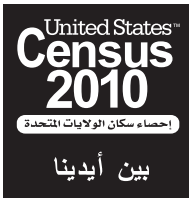
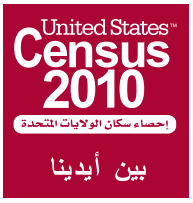
Arabic

Polish

Russian

8.5

These are examples of some Emerging Language 2010 tagline logos.

	Positive		Reverse	
Arabic				
Polish				
Russian				

Section 9.0

Legacy Language Logo Standards

9.1

2010 Census Legacy Language Logos

To make the 2010 Census more readily understandable to those audiences unfamiliar with the census due to language barriers or country of origin, the 2010 Census logo has been translated for some of the Census Bureau's in-language audiences.

When one of the legacy language 2010 logos is used, it should be sufficiently isolated from illustrations or other words or images that might detract from the logo's importance unless it's being coupled with the 2010 tagline "It's In Our Hands". One good general rule is that the logo be one "s" height (from the word Census) away from illustrations, photographs, rules, page edges, or other type.

These are both examples of some In-Language 2010 logos with tagline.

C'EST ENTRE NOS MAINS

French

ES LIEGT IN UNSEREN HÄNDEN

German

Από εμάς εξαρτάται

Greek

9.2

2010 Census Legacy Language Colors

The legacy language 2010 logos are limited to two developed colors, Census red and black.

Coated and uncoated paper stock swatches of the 2010 Census colors are provided in the back of this manual.

Legacy Language 2010 logo black

Black
(Both coated and uncoated)

Legacy Language 2010 logo red

PANTONE® 194C
(For coated paper stock)

PANTONE® 187U
(For uncoated paper stock)

Process builds for
PANTONE® 194C
(For coated paper stock)
C: 0.0
M: 91.0
Y: 56.0
K: 34.0

Process builds for
PANTONE® 187U
(For uncoated paper stock)
C: 0.0
M: 91.0
Y: 72.0
K: 23.5

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9.3

Positive Logos

Although the preferred use of the logo is Census red or black on a white or light background, there may be a need, from a design standpoint, to use the logo in a reversed format. Attention must then be given for the logo to be clearly readable. Background colors that are dark enough to provide adequate contrast should be used.

As a general rule, mid-range (55 percent) or less color saturation should be avoided since there is not enough contrast for effective logo use.

When a positive logo is used on a color background, such as colored paper stock, the logo will appear in Census red or black, whichever offers the most contrast between the stock and the lo.

These are examples of some Legacy Language 2010 positive logos.

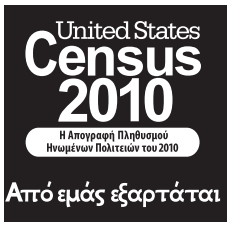
9.4

Reverse Logos

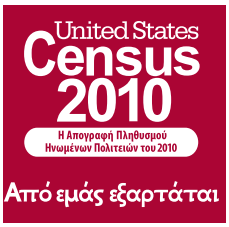
These are examples of some Legacy Language 2010 reverse logos with tagline.

French

German



Greek



Italian

Yiddish

Section 10.0

In-Language Logo Standards

10.1

2010 Census In-Language Logos

In February 2009, the American Recovery and Reinvestment Act of 2009 provided additional funds that allowed the creation of 14 additional In-Language logo to be used to target minority markets.

To make the 2010 Census more readily understandable to those audiences unfamiliar with the census due to language barriers or country of origin, the 2010 Census logo has been translated for some of the Census Bureau's minority in-language audiences.

When one of the In-language 2010 logos is used, it should be sufficiently isolated from illustrations or other words or images that might detract from the logo's importance unless it's being coupled with the 2010 tagline "It's In Our Hands". One good general rule is that the logo be one "s" height (from the word Census) away from illustrations, photographs, rules, page edges, or other type.

These are both examples of some In-Language 2010 logos with tagline.

United States Census 2010

ԱՄՆ ՄԱՐԴԱՀԱՄԱՐ-2010

ԱՅՆ ՄԵՐ ՁԵՌՔՈՒՄ Է

Armenian

United States Census 2010

মার্কিন যুক্তরাষ্ট্রের সেন্সাস

এটি আমাদের দায়িত্ব

Bengali

United States Census 2010

ایالات متحده آمریکا

سرشماری سال ۲۰۱۰ در دستان ماست

Farsi

United States Census 2010

अमरीकी सेंसस

हमारा भविष्य हमारे हाथ

Hindi

United States Census 2010

HAMAARA BHAVISHYA,
HAMAARE HAATH

Hinglish

United States Census 2010

ESTÁ NAS NOSSAS MÃOS

Portugese

United States Census 2010

NASA ATING MGA KAMAY

Tagalog

10.2

2010 Census In-Language Colors

The In-Language 2010 logos are limited to two developed colors, Census red and black.

Coated and uncoated paper stock swatches of the 2010 Census colors are provided in the back of this manual.

In-Language 2010 logo black

Black
(Both coated and uncoated)

In-Language 2010 logo red

PANTONE® 194C
(For coated paper stock)

PANTONE® 187U
(For uncoated paper stock)

Process builds for
PANTONE® 194C
(For coated paper stock)
C: 0.0
M: 91.0
Y: 56.0
K: 34.0

Process builds for
PANTONE® 187U
(For uncoated paper stock)
C: 0.0
M: 91.0
Y: 72.0
K: 23.5

* The colors shown in this book are for example only and are not intended to match PANTONE® colors. See the current PANTONE® Color Standards book for color swatches and formulas. PANTONE® is a registered trademark of Pantone, Inc.

10.3

Positive Logos

Although the preferred use of the logo is Census red or black on a white or light background, there may be a need, from a design standpoint, to use the logo in a reversed format. Attention must then be given for the logo to be clearly readable. Background colors that are dark enough to provide adequate contrast should be used.

As a general rule, mid-range (55 percent) or less color saturation should be avoided since there is not enough contrast for effective logo use.

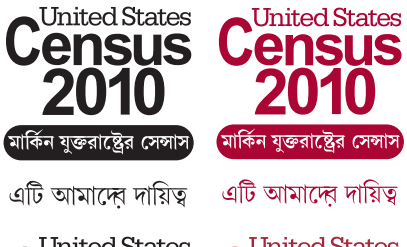
When a positive logo is used on a color background, such as colored paper stock, the logo will appear in Census red or black, whichever offers the most contrast between the stock and the lo.

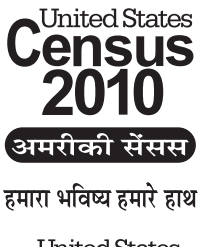
These are examples of some In-Language 2010 positive logos with tagline.

Armenian

Haitian

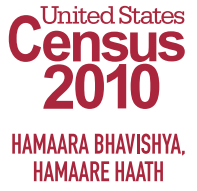
Bengali





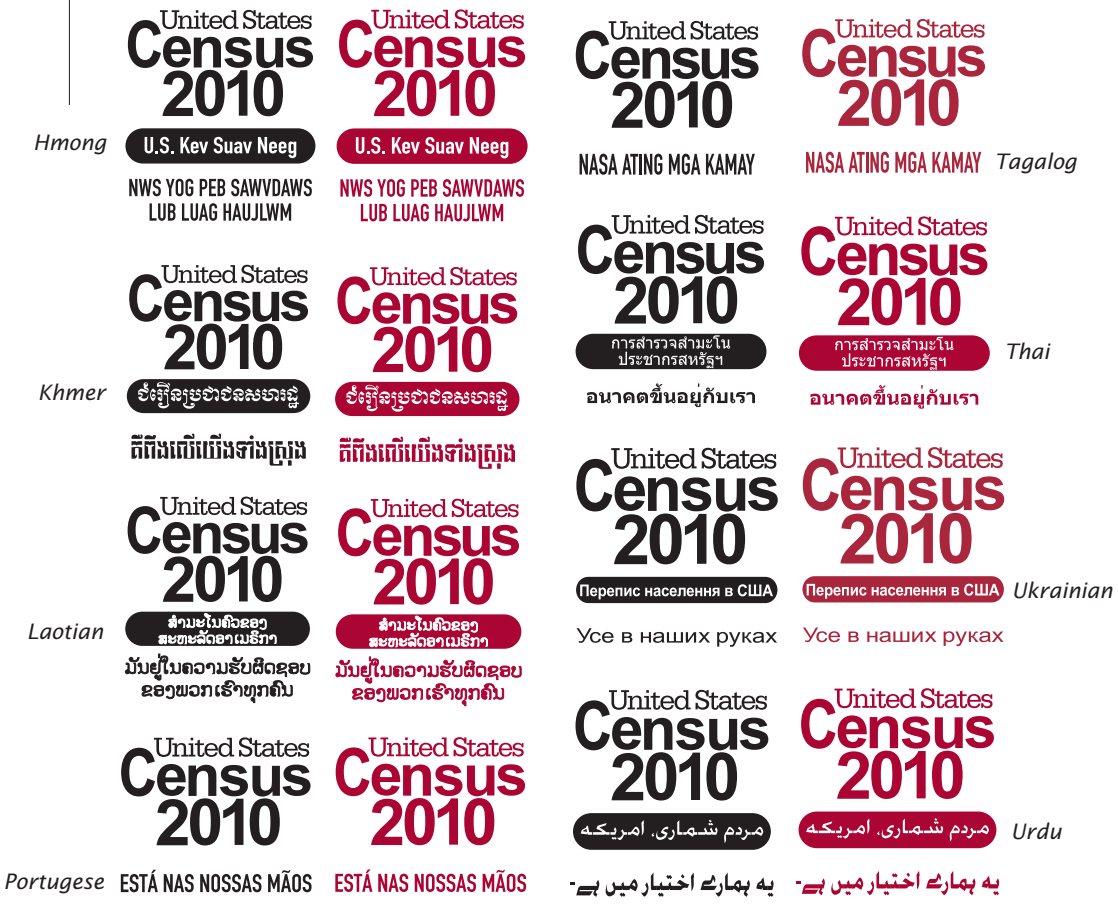
Hindi

Farsi



Hinglish

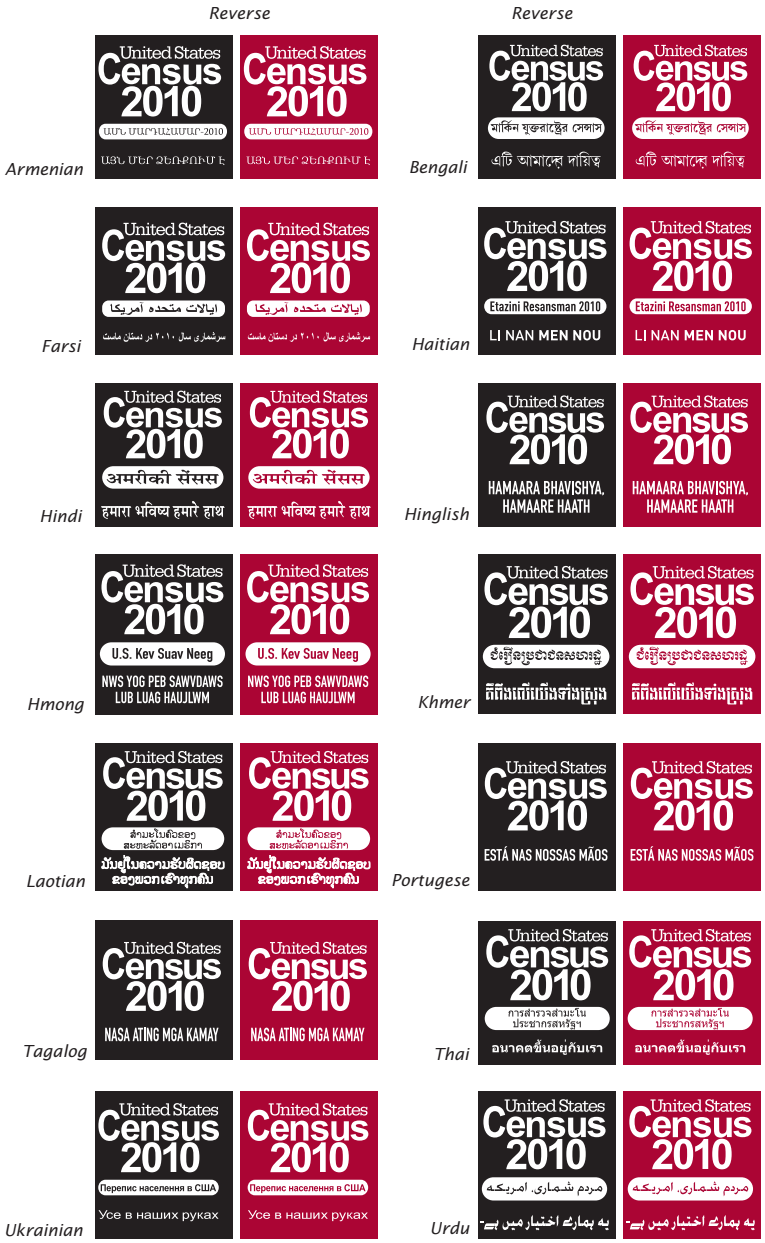
10.3


United States Census 2010
Hmong
U.S. Kev Suav Neeg
NWS YOG PEB SAWVDAWS LUB LUAG HAUJLWM
United States Census 2010
U.S. Kev Suav Neeg
NWS YOG PEB SAWVDAWS LUB LUAG HAUJLWM
United States Census 2010
NASA ATING MGA KAMAY
United States Census 2010
NASA ATING MGA KAMAY
Tagalog
United States Census 2010
Khmer
ជំរឿនប្រជាជនសហរដ្ឋ
តែពីងពើរើងទាំងត្រុង
United States Census 2010
ជំរឿនប្រជាជនសហរដ្ឋ
តែពីងពើរើងទាំងត្រុង
United States Census 2010
การสำรวจสำมะโนประชากรสหรัฐฯ
อนาคตขึ้นอยู่กับเรา
United States Census 2010
การสำรวจสำมะโนประชากรสหรัฐฯ
อนาคตขึ้นอยู่กับเรา
Thai
United States Census 2010
Laotian
ສຳມະໂນຕົວຂອງ ສະຫະລັດອາເມຣິກາ
ມັນຢູ່ໃນຄວາມຮັບຜິດຊອບ ຂອງພວກເຮົາທຸກຄົນ
United States Census 2010
ສຳມະໂນຕົວຂອງ ສະຫະລັດອາເມຣິກາ
ມັນຢູ່ໃນຄວາມຮັບຜິດຊອບ ຂອງພວກເຮົາທຸກຄົນ
United States Census 2010
Перепис населення в США
Усе в наших руках
United States Census 2010
Перепис населення в США
Усе в наших руках
Ukrainian
United States Census 2010
Portugese
ESTÁ NAS NOSSAS MÃOS
United States Census 2010
ESTÁ NAS NOSSAS MÃOS
United States Census 2010
مردم شماری، امریکہ
یہ ہمارے اختیار میں ہے۔
United States Census 2010
مردم شماری، امریکہ
یہ ہمارے اختیار میں ہے۔
Urdu

10.4

Reverse Logos

These are examples of some In-Language 2010 tagline logos with tagline.



Section 11.0

Email Designation

Several email designations have been designed to be used by Census employees to increase the publics awareness of the 2010 Census Website and social media partners links.

Example 1:

U.S. DEPARTMENT OF COMMERCE
U.S. Census Bureau
Washington, D.C. 20233

Jane Doe
Program Analyst, Communications & Coordination
Census 2010 Publicity Office (C2PO)

Phone: (301) xxx-xxxx
Fax: (301) xxx-xxxx
E-mail: Jane.doe@census.gov

United States® Census 2010

Example 2:

Jane Doe
Census 2010 Publicity Office
Program Analyst, Communications & Coordination
301-xxx –xxxx - Office
301-xxx-xxxx - Fax
Room: 8HXXX

United States® Census 2010

Read the 2010 Census Blog, connect with us on Facebook, Twitter and YouTube to get more tips, or visit our 2010 Census site.

Section 12.0

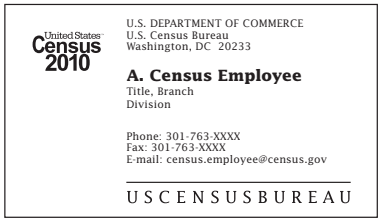
Business Card Guidelines

A format has been designed for the Census Bureau that contains the 2010 Census logo along with the Census Bureau wordmark. In addition, a format has been designed for the AIAN logo with the Census Bureau wordmark. This is the set format for the Census Bureau and its subsidiaries and must not be deviated from. For specifications of logos, type styles, and type sizes, refer to the Census Bureau's Corporate Identity guidelines. The specific tag line will be added in future editions.

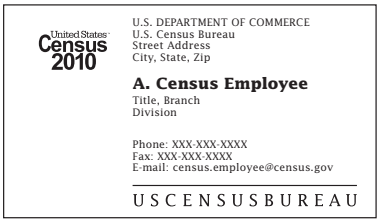
Business card examples

HQ standard

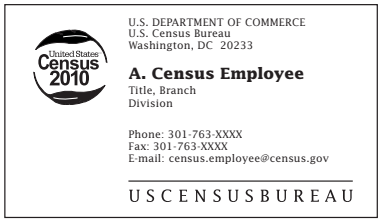
RO standard



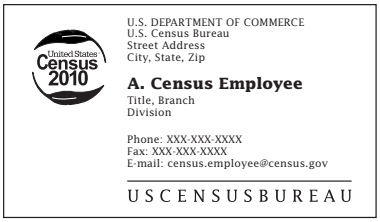
HQ standard 2010



RO standard 2010



AIAN HQ standard 2010



AIAN RO standard 2010

Footnote: All other Census Bureau Stationery, i.e., letterhead, envelope, fax coversheets, must follow the guidelines set by the Census Bureau's Corporate Identity guidelines. See the Census Bureau's Web site at <http://cww.acsd.census.gov/services/Publications_Printing_and_Graphics_Design_Services/ppf_home.htm> and <www.lighthousestore.org> for more information.

Section 13.0

Marketing and Advertising

Like print advertising, brochure, factsheet, and poster design will always require a wide range of design and layout solutions in order to meet ever-changing communication requirements. Specific design standards, typesetting specifications, and other guidelines used by many other print applications in this manual will not apply. However, it is essential that all logos use guidelines discussed in sections 2.0 and 3.0 of this manual be followed to ensure effective and proper use of identity.

Always establish the minimum clear zone around the logo as diagrammed on page 10. The logo should be positioned so that it complements the overall ad layout. A tastefully sized logo should be used. Oversizing should be avoided.

The logo should appear in full color whenever possible. Four-color process reproduction will likely be used in print advertising. Always use the four-color process formulas provided on page 11 of this manual.

13.1

Brochure

13.1.1

Brochure Examples With the 2010 Census Logo and U.S. Census Bureau Wordmark Together

The following are examples of how the 2010 Census logo and the

U.S. Census Bureau wordmark could be used with copy in accordance to the guidelines in sections 2.0 and 3.0.

13.1.2

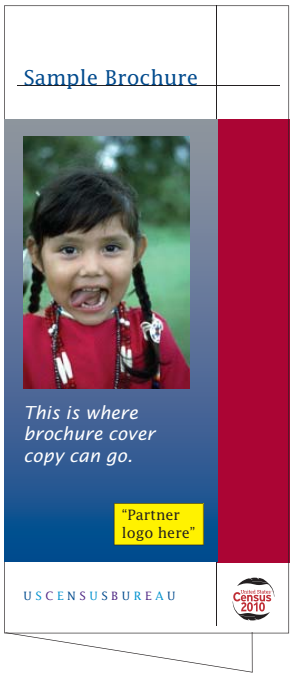
Brochure Cover Examples With the AIAN 2010 Logo and U.S. Census Bureau Wordmark Together

The following are examples of how the AIAN 2010 Census logo could be used with the Census Bureau wordmark.

Remember that these are merely examples, so always take into consideration the guidelines set for the 2010 Census logo, the AIAN logo, and the Census Bureau wordmark.

13.1.3

Brochure Cover Examples With the 2010 Census Logo or AIAN Logo and Another Logo Together



13.1.4

Brochure Cover Examples With In-Language 2010 Census Logo

Chinese

Arabic

Spanish

13.2

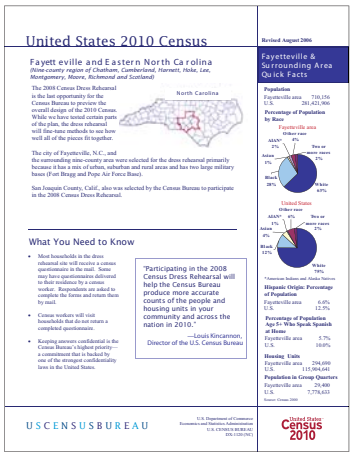
Factsheet

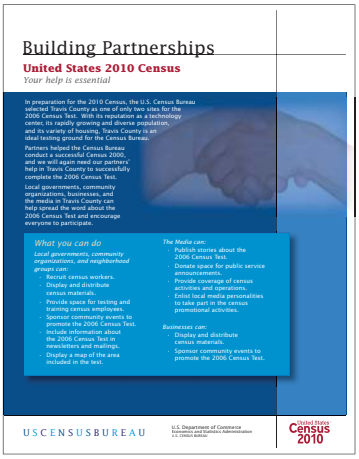
13.2.1

Factsheet Cover Examples With the 2010 Census Logo or AIAN Logo and U.S. Census Bureau Wordmark Together

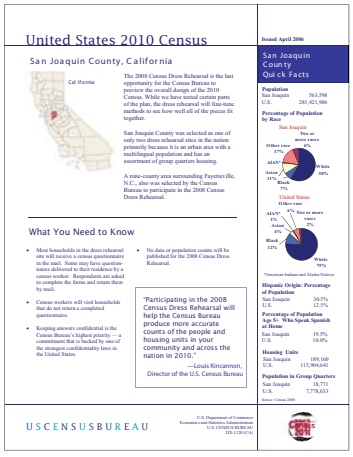
The following pages are examples of how the 2010 Census logo and the AIAN logo could be used with copy in accordance to the guidelines in sections 2.0 and 3.0.

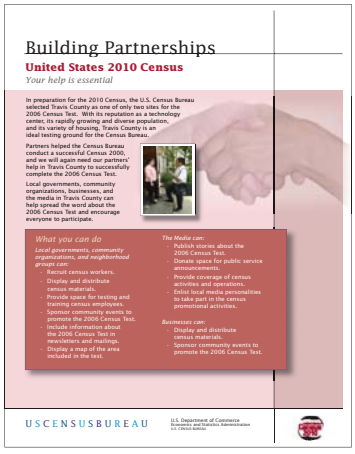
2010 Census examples





AIAN examples

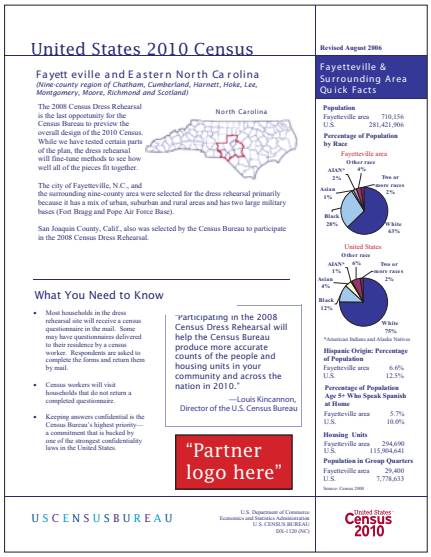




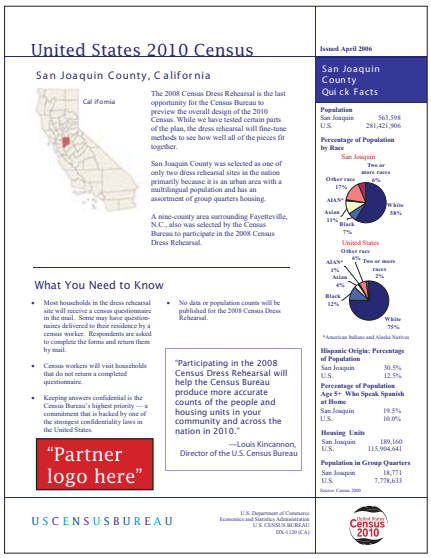
13.2.2

Factsheet Cover Examples With the 2010 Census Logo or AIAN Logo and Another Logo Together

2010 Census example



AIAN example

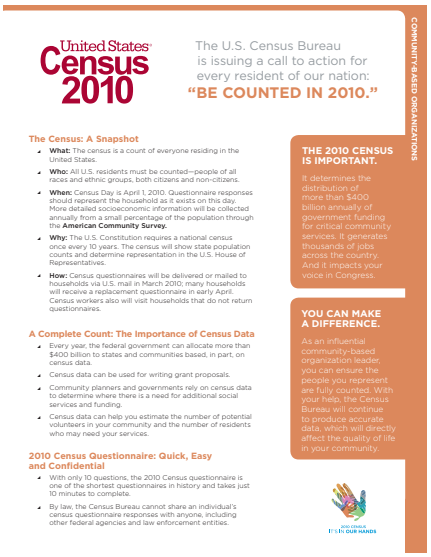


13.2.3

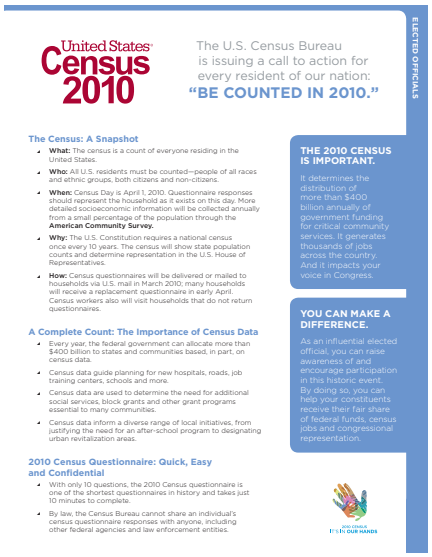
Factsheet Cover Examples With the 2010 Census Logo Alone

Children Dora Spanish Factsheet

Community Factsheet



Elected Official Factsheet



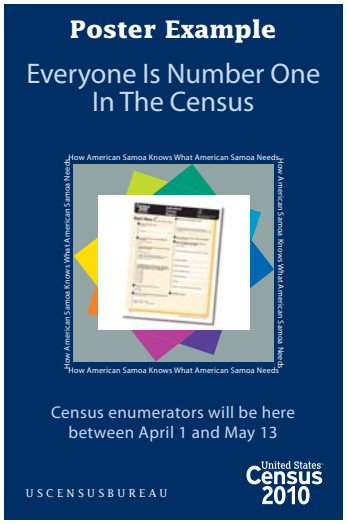
13.3

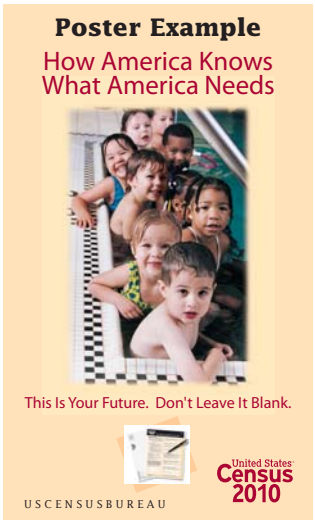
Poster

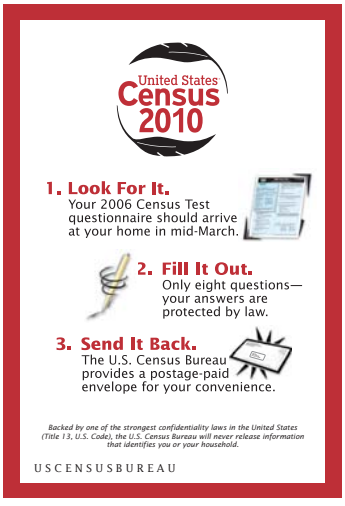
13.3.1

Poster Examples With the 2010 Census Logo or AIAN Logo and U.S. Census Bureau Wordmark Together

The following pages are examples of how the 2010 Census logo and the AIAN logo could be used with copy in accordance to the guidelines in sections 2.0 and 3.0.



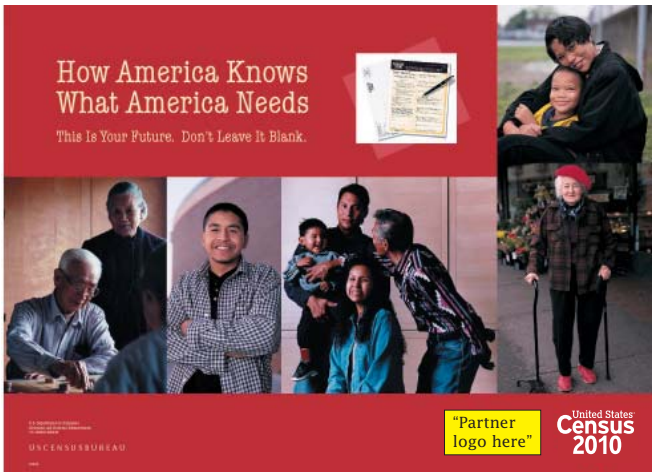




13.3.2

Poster Examples With the 2010 Census Logo or AIAN Logo and Another Logo Together

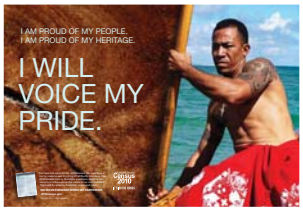
2010 Census example



AIAN example

13.4

Paid Media Print Examples With the 2010 Census Logo and "It's In Our Hands" Lockup.



Section 14.0

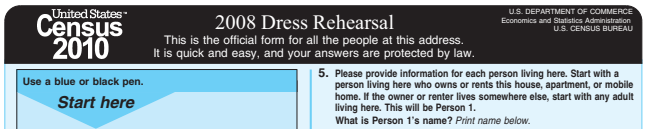
2010 Census Dress Rehearsal

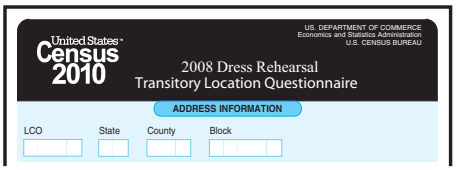
14.1

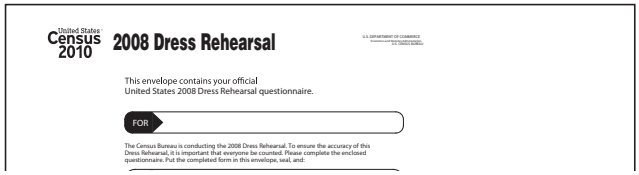
2010 Census Logo With the 2008 Census Dress Rehearsal Title

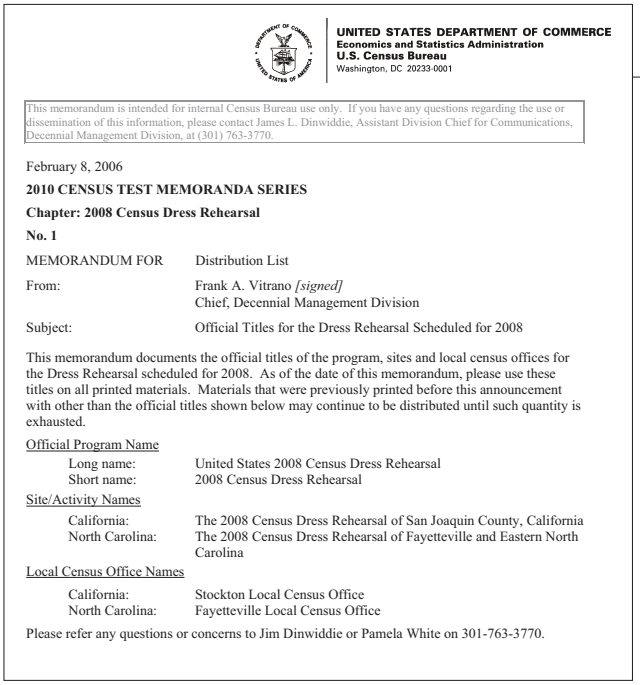
The 2010 Census logo should always appear to the left of the 2008 Census Dress Rehearsal title.

These are examples of 2010 Census logo placement on 2008 Dress Rehearsal materials.









UNITED STATES DEPARTMENT OF COMMERCE
Economics and Statistics Administration
U.S. Census Bureau
Washington, DC 20233-0001

This memorandum is intended for internal Census Bureau use only. If you have any questions regarding the use or dissemination of this information, please contact James L. Dinwiddie, Assistant Division Chief for Communications, Decennial Management Division, at (301) 763-3770.

February 8, 2006

2010 CENSUS TEST MEMORANDA SERIES

Chapter: 2008 Census Dress Rehearsal

No. 1

MEMORANDUM FOR Distribution List

From: Frank A. Vitrano *[signed]*
Chief, Decennial Management Division

Subject: Official Titles for the Dress Rehearsal Scheduled for 2008

This memorandum documents the official titles of the program, sites and local census offices for the Dress Rehearsal scheduled for 2008. As of the date of this memorandum, please use these titles on all printed materials. Materials that were previously printed before this announcement with other than the official titles shown below may continue to be distributed until such quantity is exhausted.

Official Program Name

Long name: United States 2008 Census Dress Rehearsal
Short name: 2008 Census Dress Rehearsal

Site/Activity Names

California: The 2008 Census Dress Rehearsal of San Joaquin County, California
North Carolina: The 2008 Census Dress Rehearsal of Fayetteville and Eastern North Carolina

Local Census Office Names

California: Stockton Local Census Office
North Carolina: Fayetteville Local Census Office

Please refer any questions or concerns to Jim Dinwiddie or Pamela White on 301-763-3770.

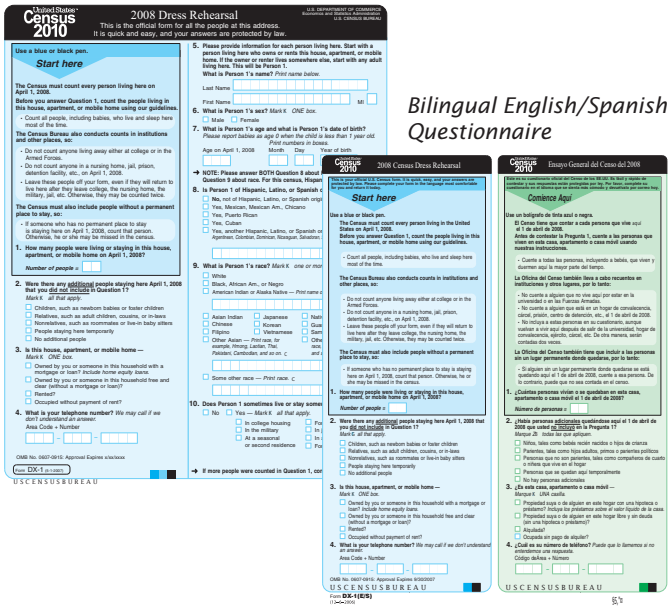
2008 Census DR memo No. 1

14.2

2008 Dress Rehearsal Examples

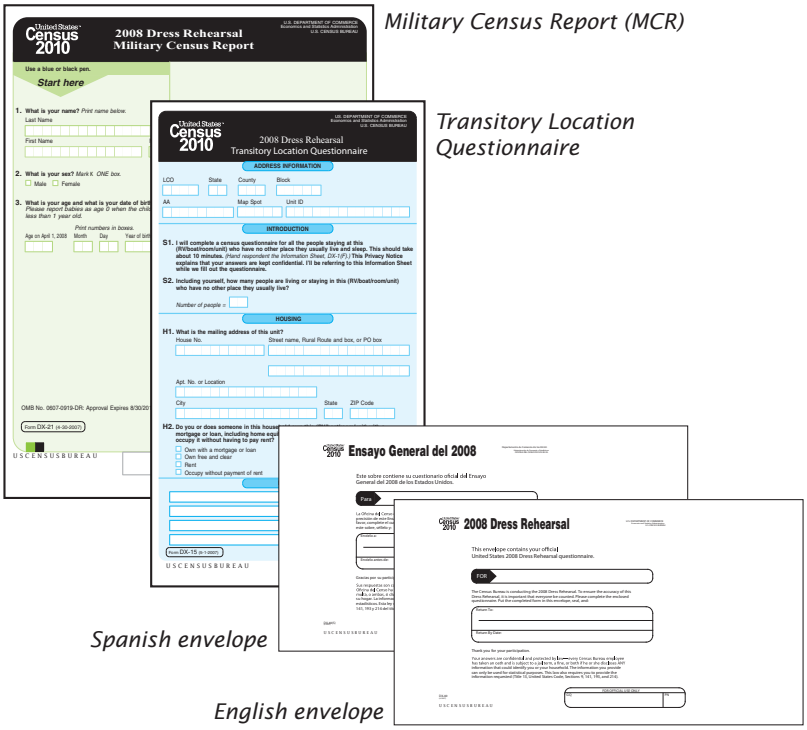
English Questionnaire

Bilingual English/Spanish Questionnaire



Military Census Report (MCR)

Transitory Location Questionnaire



Spanish envelope

English envelope

Section 15.0

2010 Census Public Use Forms

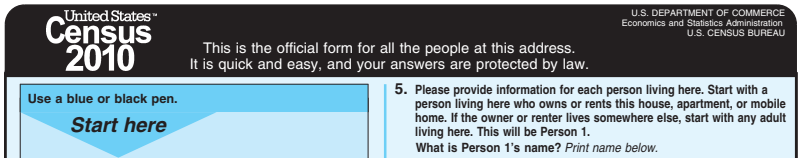
15.1

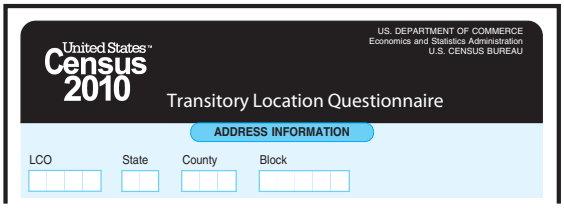
Questionnaire and Report

15.1.1

2010 Census Logo With Questionnaire and Report

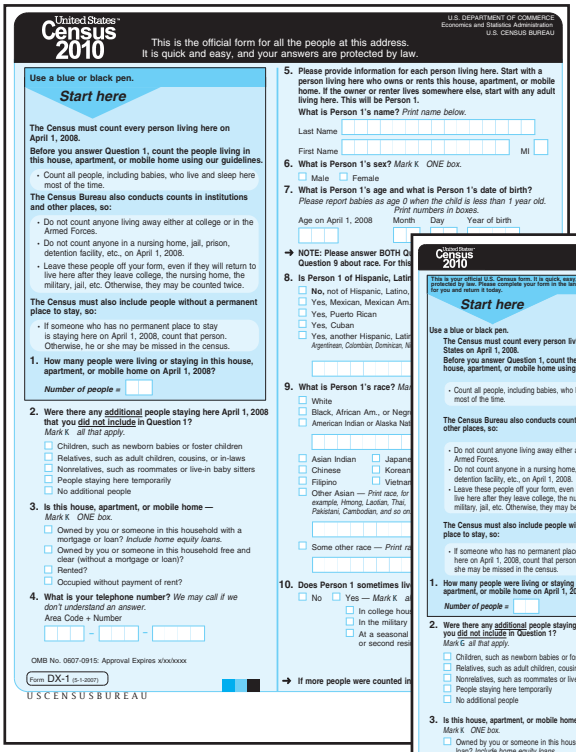
The 2010 Census logo should always appear at the top and left of the questionnaire.



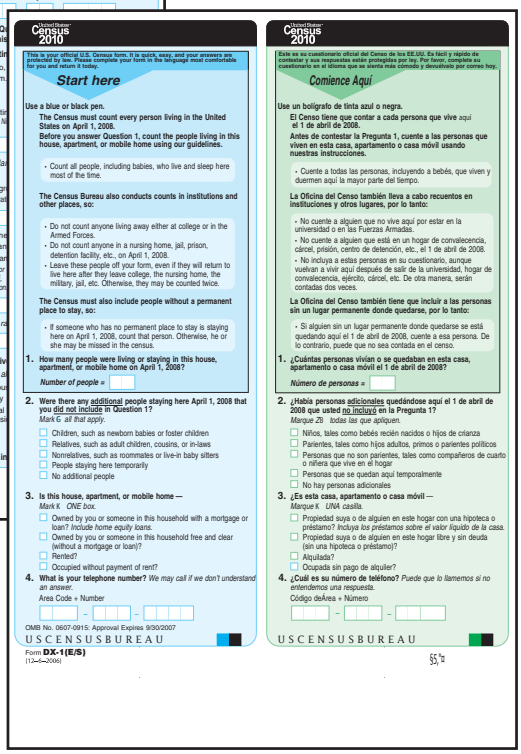


15.1.2

English and Bilingual Questionnaire Examples



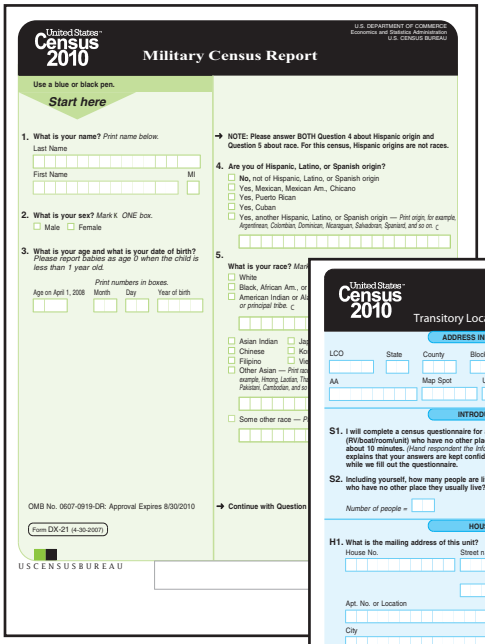
English Questionnaire example



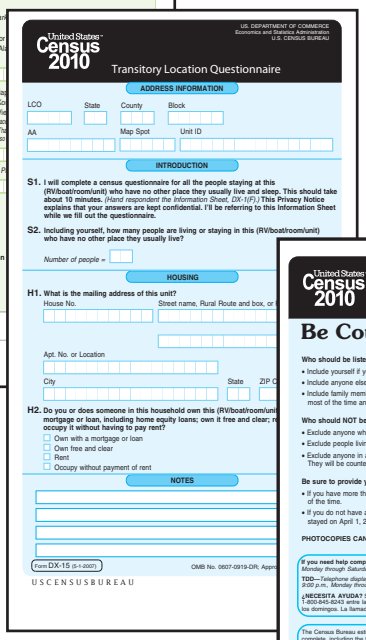
Bilingual English/Spanish Questionnaire example

15.1.3

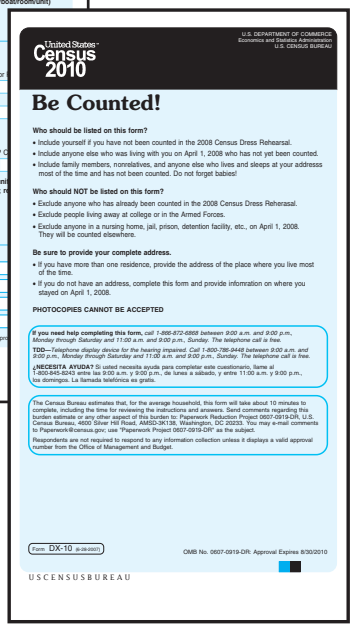
Census Questionnaire and Report Examples



Military Census Report (MCR) example



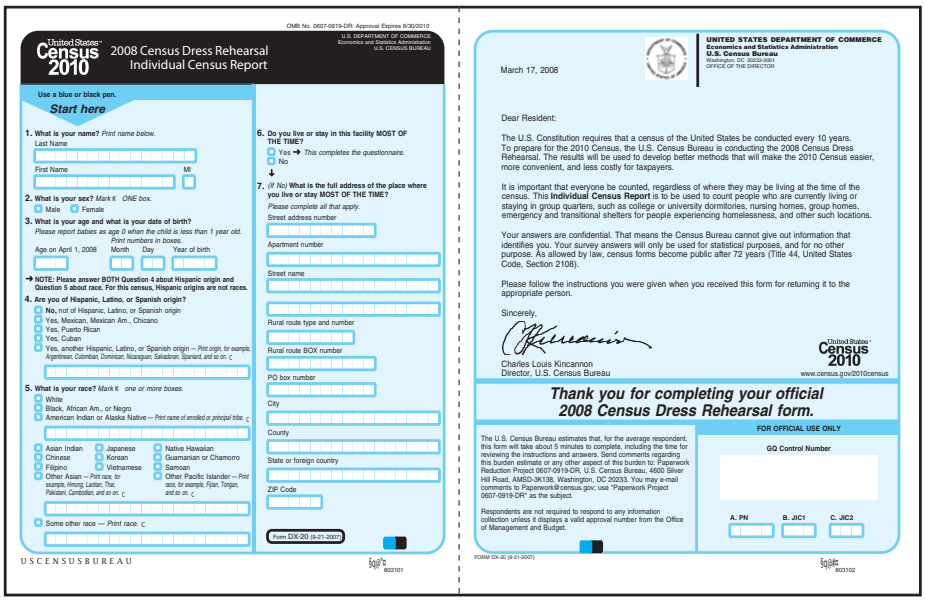
Transitory Location Questionnaire example



Be Counted Questionnaire example

15.1.4

Individual Census Report Example



OMB No. 0607-0919-DR: Approval Expires 8/30/2010

United States Census 2010

2008 Census Dress Rehearsal
Individual Census Report

U.S. DEPARTMENT OF COMMERCE
Economics and Statistics Administration
U.S. CENSUS BUREAU

Use a blue or black pen.

Start here

1. What is your name? *Print name below.*
Last Name
First Name MI

2. What is your sex? *Mark* X *ONE box.*
Male Female

3. What is your age and what is your date of birth?
Please report babies as age 0 when the child is less than 1 year old.
Print numbers in boxes.
Age on April 1, 2008 Month Day Year of birth

➜ **NOTE: Please answer BOTH Question 4 about Hispanic origin and Question 5 about race. For this census, Hispanic origins are not races.**

4. Are you of Hispanic, Latino, or Spanish origin?
No, not of Hispanic, Latino, or Spanish origin
Yes, Mexican, Mexican Am., Chicano
Yes, Puerto Rican
Yes, Cuban
Yes, another Hispanic, Latino, or Spanish origin — *Print origin, for example, Argentinean, Colombian, Dominican, Nicaraguan, Salvadoran, Spaniard, and so on.* C

5. What is your race? *Mark* X *one or more boxes.*
White
Black, African Am., or Negro
American Indian or Alaska Native — *Print name of enrolled or principal tribe.* C
Asian Indian
Chinese
Filipino
Japanese
Korean
Vietnamese
Native Hawaiian
Guamanian or Chamorro
Samoan
Other Pacific Islander — *Print race, for example, Fijian, Tongan, and so on.* C
Other Asian — *Print race, for example, Hmong, Laotian, Thai, Pakistani, Cambodian, and so on.* C
Some other race — *Print race.* C

6. Do you live or stay in this facility MOST OF THE TIME?
Yes ➜ *This completes the questionnaire.*
No

7. (*If No*) What is the full address of the place where you live or stay MOST OF THE TIME?
Please complete all that apply.
Street address number
Apartment number
Street name
Rural route type and number
Rural route BOX number
PO box number
City
County
State or foreign country
ZIP Code

Form DX-20 (9-21-2007)

USCENSUSBUREAU

803101

UNITED STATES DEPARTMENT OF COMMERCE
Economics and Statistics Administration
U.S. Census Bureau
Washington, DC 20233-0001
OFFICE OF THE DIRECTOR

March 17, 2008

Dear Resident:

The U.S. Constitution requires that a census of the United States be conducted every 10 years. To prepare for the 2010 Census, the U.S. Census Bureau is conducting the 2008 Census Dress Rehearsal. The results will be used to develop better methods that will make the 2010 Census easier, more convenient, and less costly for taxpayers.

It is important that everyone be counted, regardless of where they may be living at the time of the census. This **Individual Census Report** is to be used to count people who are currently living or staying in group quarters, such as college or university dormitories, nursing homes, group homes, emergency and transitional shelters for people experiencing homelessness, and other such locations.

Your answers are confidential. That means the Census Bureau cannot give out information that identifies you. Your survey answers will only be used for statistical purposes, and for no other purpose. As allowed by law, census forms become public after 72 years (Title 44, United States Code, Section 2108).

Please follow the instructions you were given when you received this form for returning it to the appropriate person.

Sincerely,

Charles Louis Kincannon
Director, U.S. Census Bureau

United States Census 2010
www.census.gov/2010census

Thank you for completing your official 2008 Census Dress Rehearsal form.

The U.S. Census Bureau estimates that, for the average respondent, this form will take about 5 minutes to complete, including the time for reviewing the instructions and answers. Send comments regarding this burden estimate or any other aspect of this burden to: Paperwork Reduction Project 0607-0919-DR, U.S. Census Bureau, 4600 Silver Hill Road, AMSD-3K138, Washington, DC 20233. You may e-mail comments to Paperwork@census.gov; use "Paperwork Project 0607-0919-DR" as the subject.

Respondents are not required to respond to any information collection unless it displays a valid approval number from the Office of Management and Budget.

FOR OFFICIAL USE ONLY

GQ Control Number

A. PN B. JIC1 C. JIC2

FORM DX-20 (9-21-2007)

803102

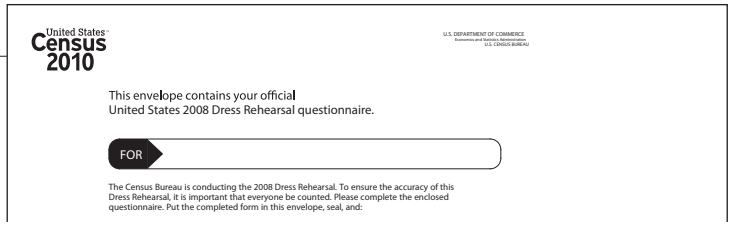
Individual Census Report (ICR) example

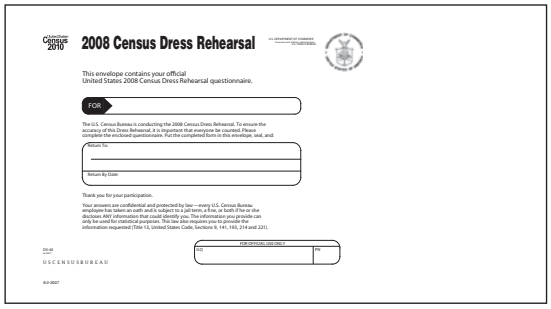
15.2

2010 Census Logo With Envelopes

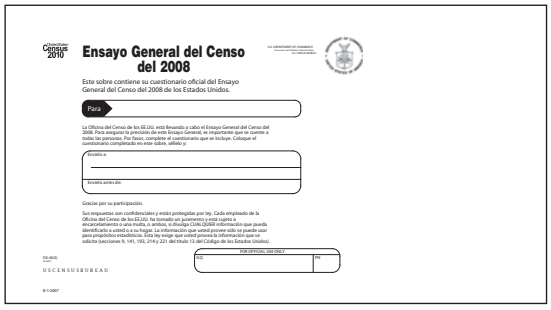
The 2010 Census logo should always appear at the top and left of the envelope.

2010 Census logo





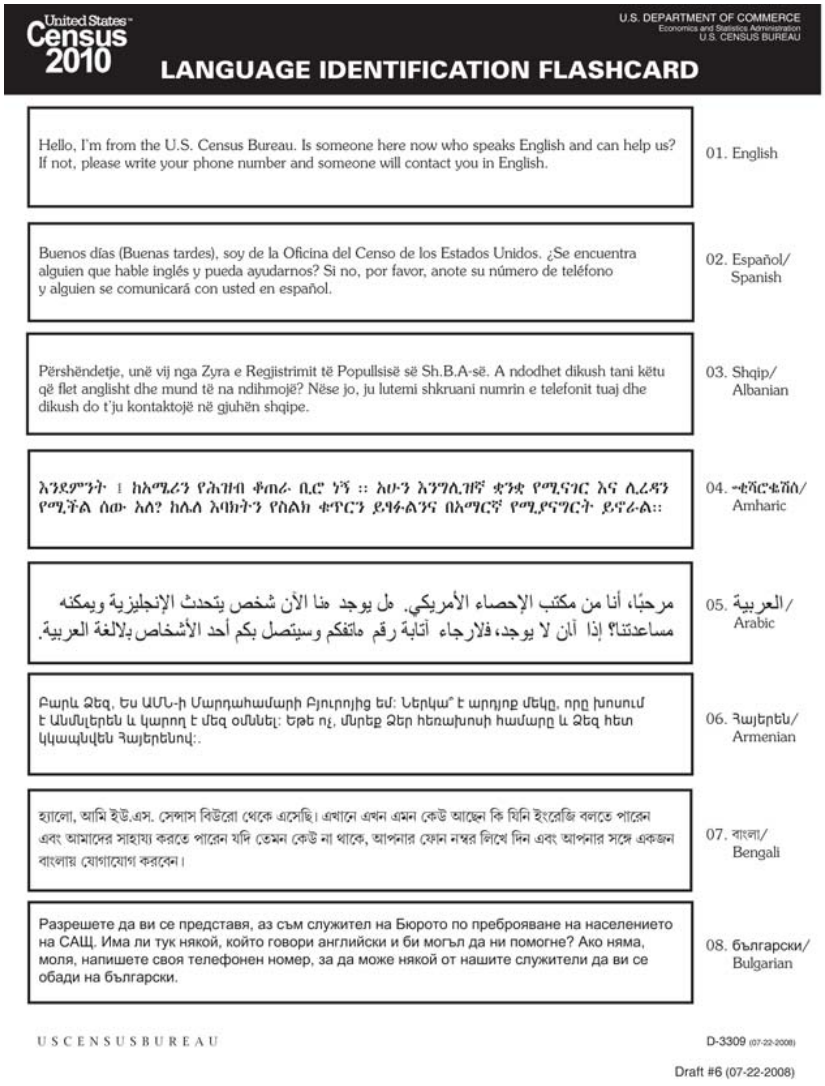
English envelope example



Spanish envelope example

15.3

2010 Census Logo With Flashcard



Section 16.0

2010 Census Manuals

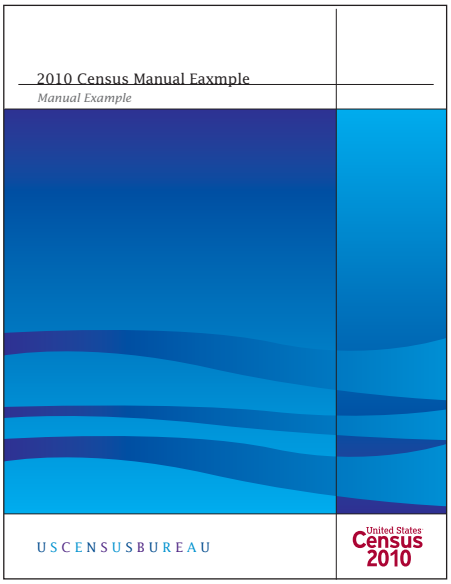
16.1

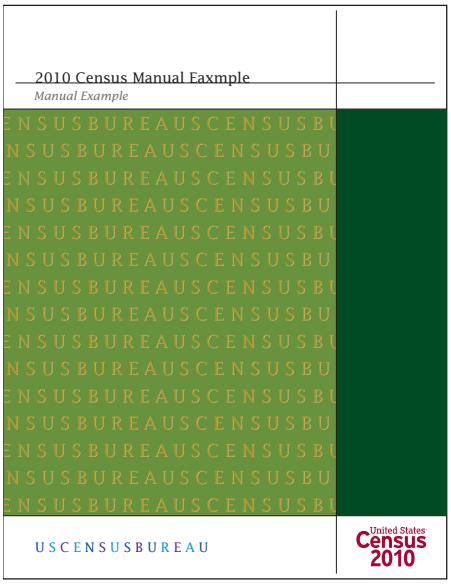
Manuals

16.1.1

Manual Cover Examples With the 2010 Census Logo and U.S. Census Bureau Wordmark Together

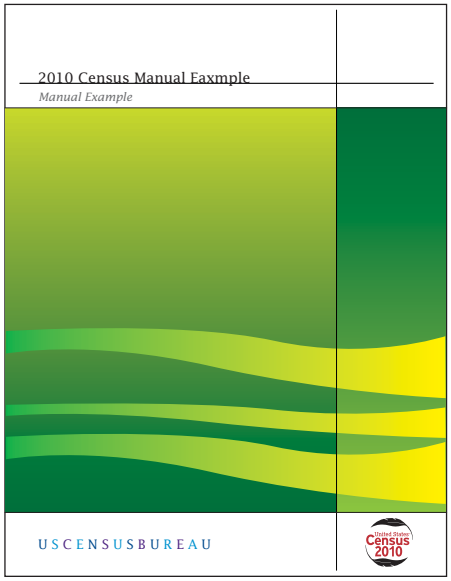
The following pages are examples of how the 2010 Census logo and the AIAN logo could be used with copy in accordance to the guidelines in sections 2.0 and 3.0.

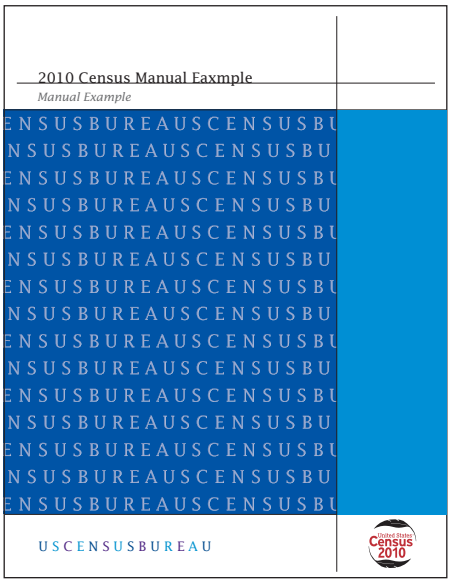




16.1.2

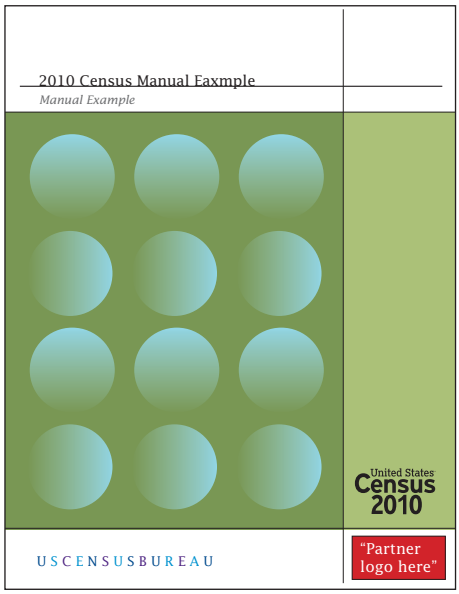
Manual Cover Examples With the AIAN Logo and U.S. Census Bureau Wordmark Together

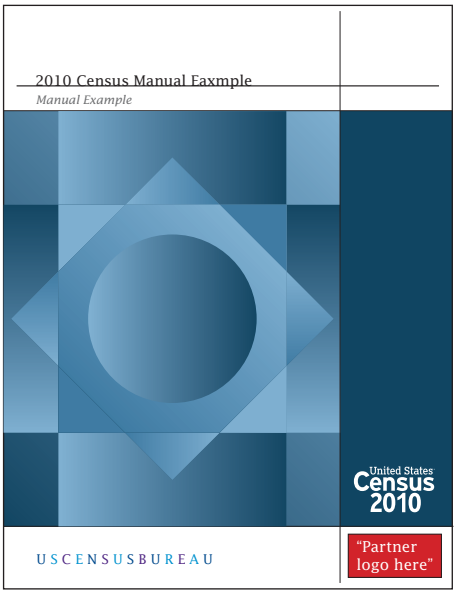




16.1.3

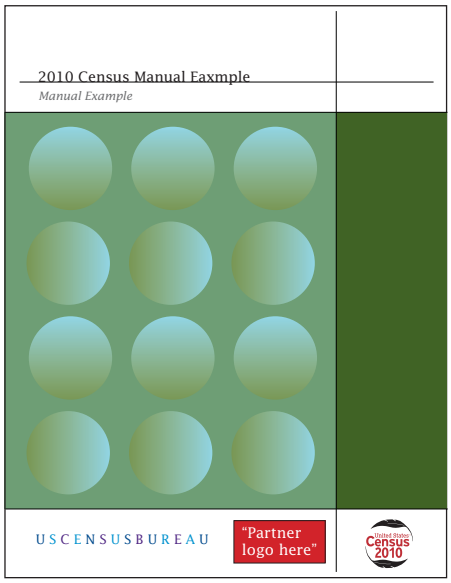
Manual Cover Examples With the 2010 Census Logo and Another Logo Together

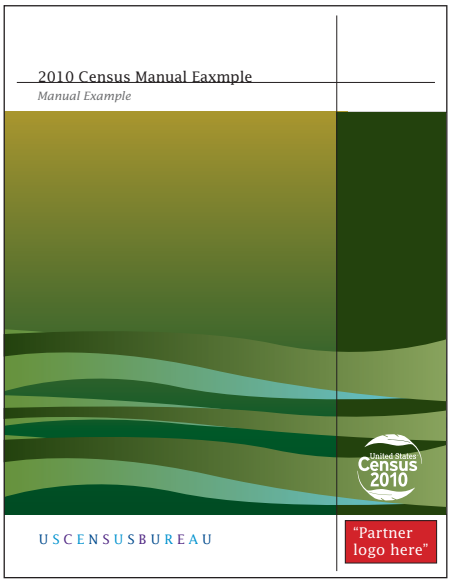




16.1.4

Manual Cover Examples With the AIAN Logo and Another Logo Together





Section 17.0

U.S. Census Bureau Wordmark

17.1

Wordmark Guidelines

The preferred version of the wordmark is shown on this page. The preferred presentation uses an alternating pattern of navy, blue, and purple letters. The wordmark my appear as all black or reversed out of a color. Single-color versions of the wordmark are also permitted, particularly in 1- or 2-color printed products. Our wordmark represents a continuous flow of facts and data being communicated.

U S C E N S U S B U R E A U

Wordmark

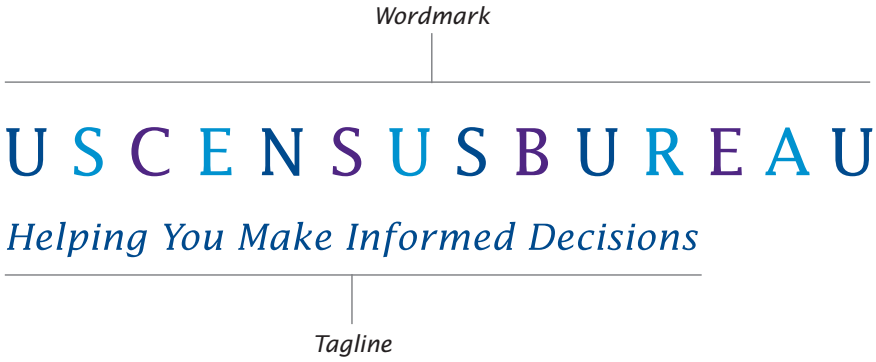
The integrity of the wordmark must be preserved by allowing for an adequate amount of clear space. The clear space has been defined as a minimum of the height of the first element in the wordmark, the capital letter "U." Do not allow any other elements, such as type, graphics, or photography to interfere with the visual impact of the identity. It is acceptable and often desirable to create even more clear space around the wordmark if space allows.

17.2

Wordmark With Tagline

The tagline is a phrase that supports the vision and mission of the U.S. Census Bureau. More than a slogan, the Census Bureau's corporate tagline—when used according to these guidelines—projects longevity and commitment that extends beyond the visual identity system to our perception as a provider of quality services and products.

The corporate tagline has a specifically defined position and relationship to the wordmark. While there are instances where the wordmark may appear alone, the corporate tagline never does. It always appears with the wordmark when data is released to the general public and may appear on certain other applications such as marketing materials. The corporate tagline appears in Census navy, flush left, a cap height down from the wordmark.



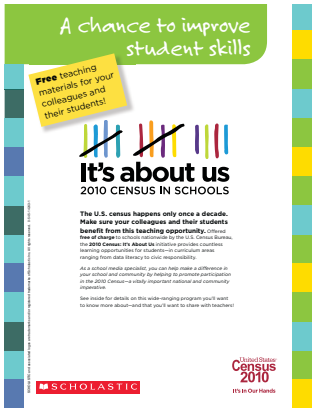
As with the wordmark alone, the integrity of the wordmark with corporate tagline must be preserved by allowing for an adequate amount of clear space around the configuration. As shown in the example on this page, a minimum clear space equal to the height of the capital letter "U" must be left around the wordmark with the corporate tagline.

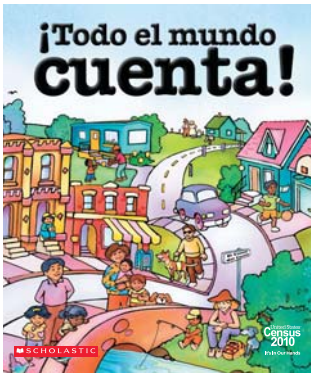
Section 18.0

2010 Census Tagline Guidelines

18.1

Additional Logo Were Developed by Outside Contractors to Support the 2010 Census Included:





IT'S IN **OUR HANDS**

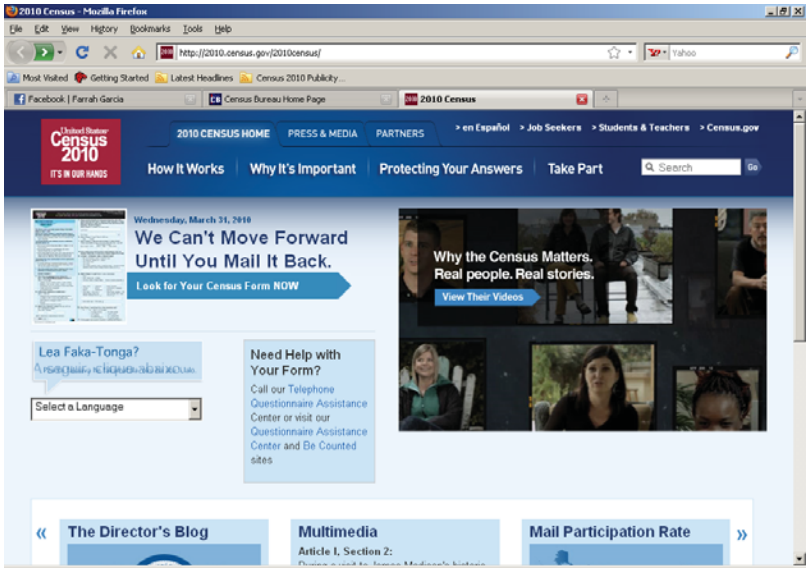
ESTÁ EN **NUESTRAS MANOS**

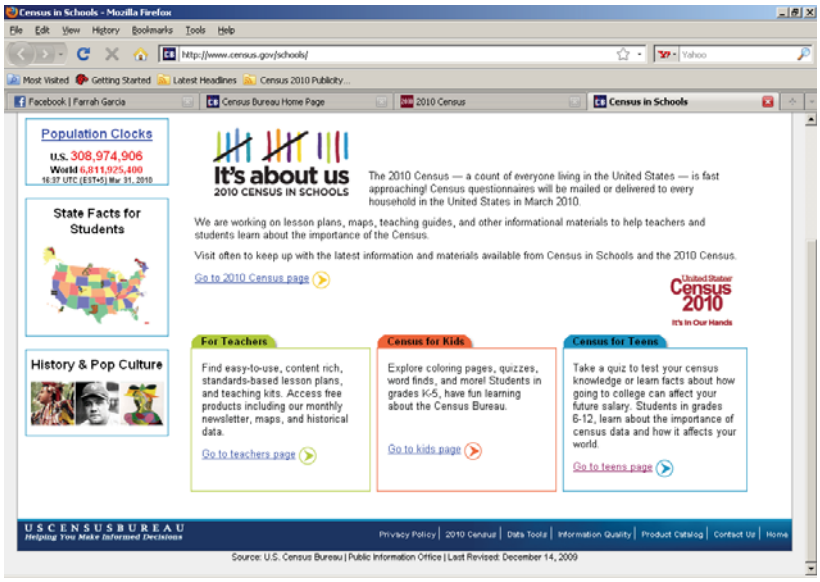
Section 19.0

2010 Census Web Site Guidelines

19.1

The 2010 Census Website has been designed to provide the public a virtual real-time experience about the 2010 Census and related activities. Covering topics such as: How it Works, Census in the Schools, Protecting your Information, and many more.





Section 20.0

Logo Application Process

20.1

Use of the 2010 Census Logo

USE OF THE 2010 CENSUS LOGO

The logo, United States Census 2000, became the visual cornerstone of the Census 2000 program. Due to its popularity, the Census Bureau decided to modify that logo for use during the 2010 Census. The 2010 Census logo may be used to help promote the 2010 Census and the tests to prepare for the census.

Care must be taken in the use of the 2010 Census logo. The logo must be presented in a consistent fashion, and its use must adhere to U.S. Department of Commerce guidelines. If it is used haphazardly, the logo's value will be diminished. The Census Bureau has prepared guidelines to facilitate consistency and quality in the use of the logo. The use of the logo cannot appear to endorse or show favoritism toward the requesting organization. The Census Bureau reserves the right to revoke the privilege of using the 2010 Census logo should its use be found inappropriate or in violation of these guidelines. The Census Bureau reserves the right to control the quality of the use of the 2010 Census logo. Permission to use the logo is not assignable.

Those wishing to use the 2010 Census logo should visit <www.census.gov> and click the 2010 Census Logo or 2010 Census link and it will take you to the 2010 Census Web page.

Glossary of Terms

Address block: The block of typeset copy that contains mailing information and/or telephone numbers and any additional

access information.

Corporate colors: Census red and black (see Section 3.2).

Flush left, rag right: A typographic specification where copy will appear aligned on the left and will break naturally between words on the right.

Leading: The vertical spacing between lines of copy that is measured in point increments.

Logo type: The custom typographic rendering of the words and numbers, "United States 2010 Census."

PANTONE®: See the current PANTONE® Color Standards book for color swatches and formulas. PANTONE® is a registered trademark of Pantone, Inc.

Point (pt.): A type setting unit of measure used in specifying type size, leading, and rule line thickness. There are 12 points to a pica and 72 points per inch.

Positive: Reproduction of an image that appears as a darker value than the background.

Reverse: Reproduction of an image that appears as a negative. Generally, white with a darker background value.

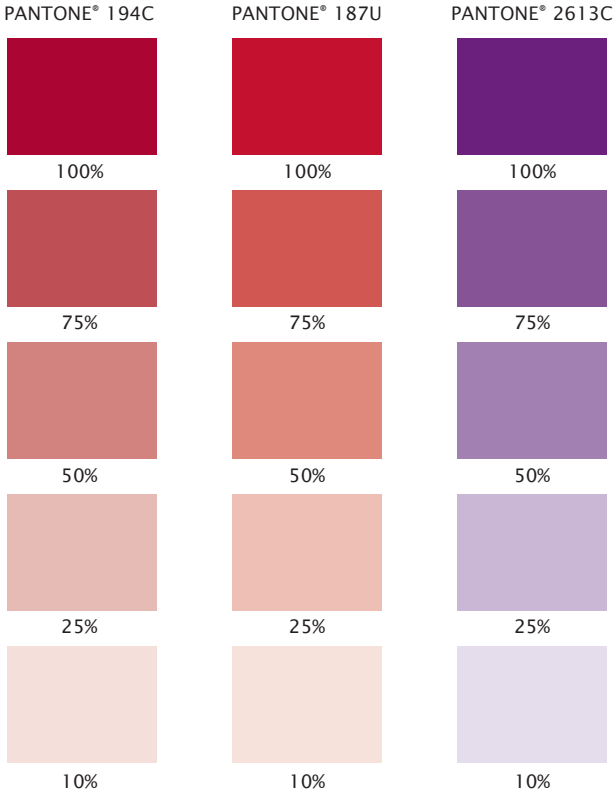
Sans serif: A type style with no serifs and little contrast between thick and thin strokes.

Tagline: An approved phrase or slogan utilized for advertising and promotional purposes.

Value: The relative lightness or darkness of a particular shade or color.

PANTONE® Swatches Shade Percentage Breakdown

Pantone swatches shade percentage breakdown



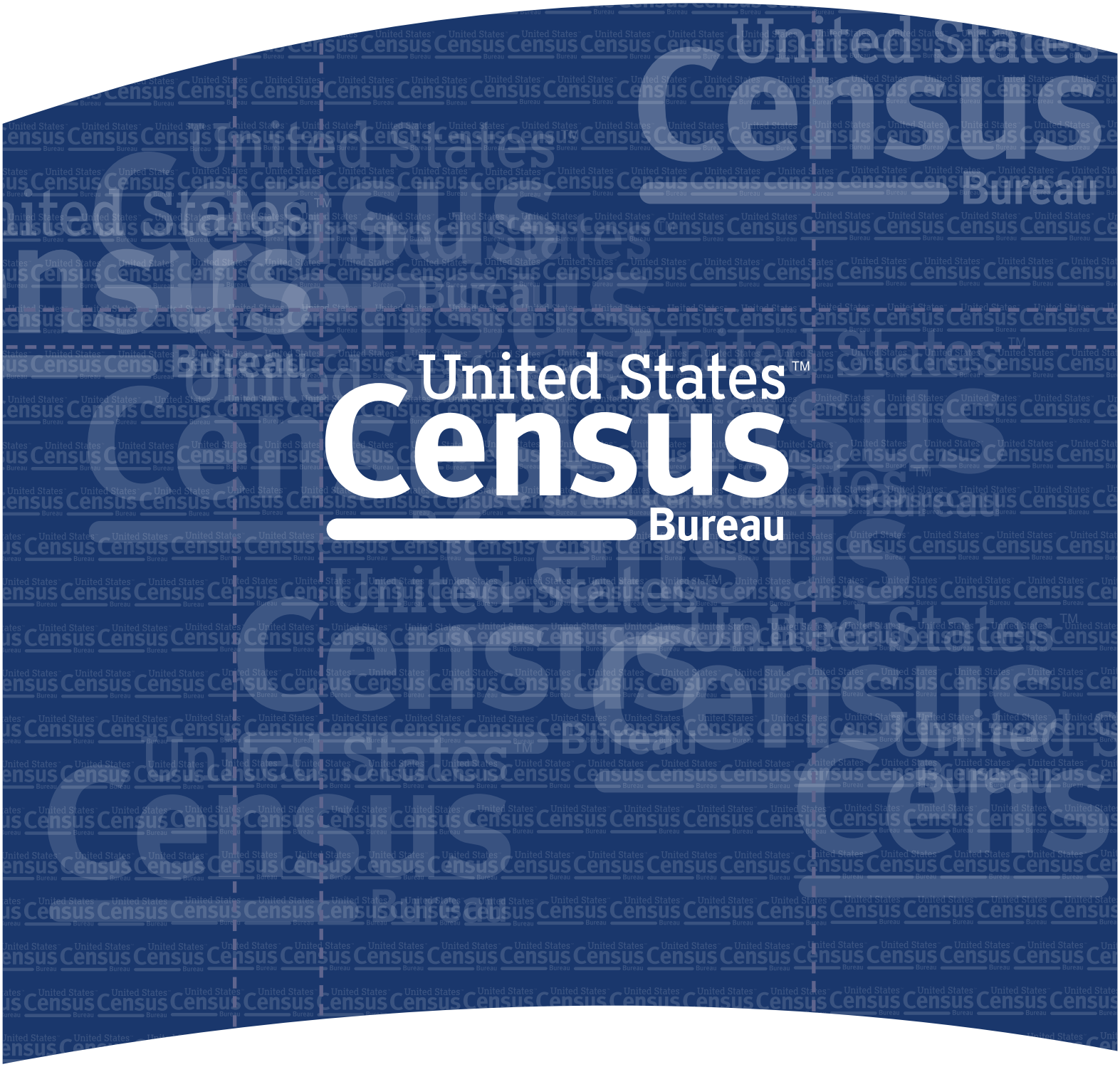
Notes

Enclosure

U.S. Census Bureau Style Guide

Brand and Corporate Identity Standards

Issued February 2012



U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU
census.gov

United States™ Census Bureau

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A MESSAGE FROM THE DIRECTOR

Dear colleagues and associates:

I am pleased to introduce an updated version of the U.S. Census Bureau's brand and corporate identity guidelines and style guide. The previous style guide, released in Fiscal Year 2011, introduced our new logo and updated the styles, typefaces, and color palettes for the many information products we produce. This new document, which is posted on our intranet site, provides additional standards and guidelines.

Some of the new components of this style guide include:

- New templates for factsheets, news releases, newsletters, and brochures.
- Guidelines for report covers, spines, and title and acknowledgement pages.
- Logo placement of social media icons and QR (Quick Response) codes.

Throughout the next year, we will provide additional updates to the style guide that will include guidelines for on-line and social media products, in addition to corporate messaging, stock images, and more. This will help to ensure we have a consistent look and feel across all communications channels

As you review this new guide, I ask your assistance in adopting the guidelines and implementing them to help ensure a consistent and contemporary look to the Census Bureau brand.

Sincerely,

Robert M. Groves
Director, U.S. Census Bureau

Section 1.0

INTRODUCTION

Section 1.1

About Our Brand

In accordance with the U.S. Constitution, the first census was taken in 1790. In 1810, the third Decennial Census included questions about the nation's economy. Data on 220 kinds of manufactured products were collected in 25 broad categories. By the 1840 Census, data on manufacturing, mining, and fisheries were collected; retail trade, wholesale trade, construction industries, and many other sectors were added over the years.

In 1902, the Census Bureau was established as a permanent federal agency, and the first quinquennial (every 5 years) economic census cycle began. In 1967, the present economic census schedule (years ending in "2" and "7") was established. Today, we conduct more than 200 annual surveys that have become world-renowned as key indicators of the United States' economic stability.

Today's world demands faster, cheaper, and better information around the clock. With increased online usage and emerging technological trends, it is even more critical that the importance and relevance of the Census Bureau be ever present in people's hearts and minds.

This is why we are exploiting the success of the recent 2010 Census Integrated Communications Campaign. We are leveraging the $380 million recently invested in public relations and new media to help maintain the people's trust and recognition that were achieved based upon successful logo-anchored outreach.

With this new branding effort, we also are implementing consistent "one voice" messaging and a holistic look and feel across all media channels and programs to dispel questions that people often ask—"What do you do the other 9 years?"

And, the brand will now include new taglines that reflect the relevance and scope of all of our work: "Measuring America—People, Places, and Our Economy" that bring us back to our roots.

Section 1.2

Brand and Corporate Identity Standards

The Census Bureau's best known assets are its public image, name recognition, and reputation as the renowned leader in statistical methodologies and valued data collections about our nation's people, places, and economy. In the end, they affect how the American public responds to our communications and programs. These are the cornerstones of our brand and corporate identity standards.

Because of the importance of a strong visual identity that helps us project our relevancy—a corporate image that accurately reflects who we are and what we do—we have taken great care in the development and implementation of these guidelines to present the brand in a consistent fashion and to govern the corporate identity standards by strict rules. If our use of these standards is haphazard, our renowned brand will be diminished. These guidelines have been prepared to facilitate consistency and quality in the use of the logo and taglines among both professional and nonprofessional users.

Exceptions to the guidelines are rare and must be approved by the Census Bureau's Brand and Corporate Identity Standards Team. Your assistance and cooperation in the protection of the Census Bureau's name and image is valued and appreciated.

Section 1.3

Components of Brand and Corporate Identity Standards

An affluent and well-integrated brand and corporate identity fosters increased public recognition and relevance. An integrated brand (and associated identity standards) transcends any single element and includes all channels of communication and forms of media and messaging distributed by the agency.

To help us achieve this goal:

- Executive staff champions the importance of brand and corporate identity standards.
- The Census Bureau has demonstrated its ability to implement change efficiently and effectively when given a mandate to do so.
- In-house communications and publishing staffs are capable, experienced, and willing to enforce and maintain design and communication standards.
- Successful implementation hinges on a balance of standards to provide the framework and clear parameters for design, with flexibility and creativity to enable customization of at least some components of the identity standards.

Section 1.3.1

Members of the Brand and Corporate Identity Standards Team

Stephen L. Buckner (Chair)	Chief, Center for New Media and Promotions
Jeri Green	Chief, Office of External Stakeholder Engagement
Francis Grailand Hall	Chief, Administrative and Customer Services Division
Kendall B. Johnson	Chief, Customer Liaison and Marketing Services Office
Fern Bradshaw	Assistant Division Chief, Field Division Partnership and Data Services
Stanley J. Rolark	Chief, Public Information Office

Section 1.3.2

Elements

The main goal of the style guide is to bring consistency to our brand and corporate identity by creating a common, shared "look and feel" that reaches across the spectrum of directorates to reinforce our messaging, while promoting the Census Bureau and improving our corporate culture.

Building upon the April 2011 version, the guide incorporates modifications to business cards and e-mail signatures, presentation templates, and marketing and advertisement packages. Now, included for the first time is information on the report-cover-grid-system, booklets and brochures, and other products such as letterhead usage, posters, post cards, CD/DVDs, and factsheets.

An updated list of style guide elements, planned for later in 2012, will incorporate guidelines on:

- Data Visualization
- Charts and Graphs
- Web Releases
- Social Media
- Corporate Language and Messaging
- Plain Language Guidelines
- Stock Visuals
- Video Inventory

By invigorating the image of the Census Bureau and utilizing the most effective visual presence, we will preserve our reputation as trustworthy, technologically sophisticated, and efficient. Incorporating our new look and feel into your everyday Census Bureau activities will help us achieve our overall goal of "Measuring America–People, Places, and Economy."

Section 1.4

Brand Strategy

The Census Bureau has a mandate to measure America's people, places, and economy. In fact, it is the only organization that has the authority to conduct such in-depth, truly objective, broad-based surveys and it must do so while protecting individuals' confidentiality.

Accomplishing these tasks is critical to forging important policy and business decisions at all levels. Moreover, the Census Bureau's official mission is "to be the preeminent collector and provider of timely, relevant, and quality data about the people and economy of the United States."

To achieve our mission, we must maintain our relevance and recognition in and among the general public, Congress, government, academia, businesses, professional associations, national statistical organizations, and with our advisors and partnering organizations.

Section 1.4.1

Goals

The Census Bureau is one of the most prominent federal government agencies in the eyes of Congress, our partners, stakeholders, the media, businesses, academia, and the general public. As such, our reputation depends on the strength and value of our brand and visual identity. After reviewing lessons learned from the recent 2010 Census undertakings, we determined that the new visual identity that had effectively communicated across multiple channels and venues over the past couple of years to achieve a successful census needed to leverage this investment in its brand and corporate messaging to maintain the Census Bureau's prominence and reputation as:

- Trustworthy and confidential
- Technologically sophisticated
- Efficient and effective in its mission
- Sensitive to the various constituencies it serves
- A pace-setting statistical agency with international impact

Section 1.4.2

Objectives

The Director of the Census Bureau asked communications and graphics specialists, as caretakers for the Census Bureau's image across all print, Web, and media relations messaging to:

- Refresh the brand and corporate identity standards to invigorate the image and the Census Bureau's relevance as the leader of official U.S. statistics methodologies and valued data collections.
- Maintain the most effective visual presence of the Census Bureau's core identity to serve as the organization's long-term corporate brand.
- Maintain standards for graphic and visual presence that reinforce the Census Bureau as the bearer for the national and international statistical organization category.
- Exploit the increased visibility and recognition recently achieved.
- Best embody a timely, relevant, and quality look and feel.
- Better benefit and promote all communications and activities conducted by the Census Bureau.

Section 1.5

Census Bureau's Branded Name

Except for the Bureau of the Census seal (used only on official and legal documents), we will refer to ourselves as the U.S. Census Bureau or the Census Bureau. For external communications, in the first reference to the agency only, use "U.S. Census Bureau"; on all subsequent references within the communication, use "Census Bureau." For internal communications, always use "Census Bureau." Never use "the Bureau" or "Census" as stand alones when referring to the agency or its programs and work.

As mentioned in the introduction to this style guide, we are including a new tagline that reflects the relevance and scope of all of our work: "Measuring America—People, Places, and Our Economy." This is to be used only within the approved logos included in this guide. Messaging within communications may also echo that "we measure America—people, places, and our economy," as appropriate.

We have begun an earnest effort to remove, in all instances, any future use of the Census Bureau's former wordmark:

U S C E N S U S B U R E A U
and its accompanying tagline:
"Helping you make informed decisions."

Section 2.0

SUPPORTED TYPE STYLES

This section describes the supporting type styles for all Census Bureau communications and messaging. Type style consistency on Census Bureau applications and materials is essential for projecting a cohesive public image and recognizable design style.

The Lucida type family as a serif type style and the Lucida Sans type family as a sans serif type style will remain as the preferred support type styles for the Census Bureau's brand identity. These type styles should be used for all text on assets.

Shown here is a selection of available weights and styles of the Lucida and Lucida Sans type families. Selection of the appropriate typography style within this family will be left to the discretion of the art director or project manager.

Section 2.1

Preferred Serif Type Style

- Lucida Roman

  ABCDEFGHIJKLMNOPQRSTUVWXYZ

  abcdefghijklmnopqrstuvwxyz

  1234567890

- *Lucida Italic*

  ABCDEFGHIJKLMNOPQRSTUVWXYZ

  abcdefghijklmnopqrstuvwxyz

  1234567890

- **Lucida Bold**

  ABCDEFGHIJKLMNOPQRSTUVWXYZ

  abcdefghijklmnopqrstuvwxyz

  1234567890

- ***Lucida Bold Italic***

  ABCDEFGHIJKLMNOPQRSTUVWXYZ

  abcdefghijklmnopqrstuvwxyz

  1234567890

Section 2.2

Preferred Sans Serif Type Style

- Lucida Sans Roman

  ABCDEFGHIJKLMNOPQRSTUVWXYZ

  abcdefghijklmnopqrstuvwxyz

  1234567890

- *Lucida Sans Italic*

  ABCDEFGHIJKLMNOPQRSTUVWXYZ

  abcdefghijklmnopqrstuvwxyz

  1234567890

- **Lucida Sans Bold**

  ABCDEFGHIJKLMNOPQRSTUVWXYZ

  abcdefghijklmnopqrstuvwxyz

  1234567890

- ***Lucida Sans Bold Italic***

  ABCDEFGHIJKLMNOPQRSTUVWXYZ

  abcdefghijklmnopqrstuvwxyz

  1234567890

Section 2.3

Alternate Serif Type Style

- Times New Roman

  ABCDEFGHIJKLMNOPQRSTUVWXYZ

  abcdefghijklmnopqrstuvwxyz

  1234567890

- *Times New Roman Italic*

  ABCDEFGHIJKLMNOPQRSTUVWXYZ

  abcdefghijklmnopqrstuvwxyz

  1234567890

- **Times New Roman Bold**

  ABCDEFGHIJKLMNOPQRSTUVWXYZ

  abcdefghijklmnopqrstuvwxyz

  1234567890

- ***Times New Roman Bold Italic***

  ABCDEFGHIJKLMNOPQRSTUVWXYZ

  abcdefghijklmnopqrstuvwxyz

  1234567890

Section 2.4

Alternate Sans Serif Type Style

- Helvetica Regular

  ABCDEFGHIJKLMNOPQRSTUVWXYZ

  abcdefghijklmnopqrstuvwxyz

  1234567890

- *Helvetica Oblique*

  ABCDEFGHIJKLMNOPQRSTUVWXYZ

  abcdefghijklmnopqrstuvwxyz

  1234567890

- **Helvetica Bold**

  ABCDEFGHIJKLMNOPQRSTUVWXYZ

  abcdefghijklmnopqrstuvwxyz

  1234567890

- ***Helvetica Bold Oblique***

  ABCDEFGHIJKLMNOPQRSTUVWXYZ

  abcdefghijklmnopqrstuvwxyz

  1234567890

- **Helvetica Black**

  ABCDEFGHIJKLMNOPQRSTUVWXYZ

  abcdefghijklmnopqrstuvwxyz

  1234567890

Note: The Times Roman type family as a serif type style and the Helvetica type family as a sans serif type style have been selected as the alternate support type styles for the Census Bureau's brand identity when Lucida or Lucida Sans type families are not available. A selection of available weights and styles are shown here. Selection of the appropriate typography style within the Times Roman and Helvetica families will be left to the discretion of the art director or project manager.

Section 3.0

CENSUS BUREAU LOGO STANDARDS

The Census Bureau logo consists of the words "United States Census Bureau" displayed in specific fonts. No other font can be used to build the logo. It can appear as a stand alone or be coupled with an approved tagline, theme, or regional office as displayed here.

When the Census Bureau logo is used, it should be sufficiently isolated from illustrations, or other words or images that might detract from the logo's importance. One good general rule is that the logo be one "s" height (from the word "Census") away from illustrations, photographs, rules, page edges, or other type.

The Census Bureau logo shall be used on any printed, digital, or visual assets where identification is desirable to promote the Census Bureau's image and brand, including flags, vehicles, exhibit structures, banner and poster displays, podiums, projected visuals, reports/covers, brochures/pamphlets, portfolios/folders, stickers, pencils, magnets, business cards, letterhead, envelops, and forms.

The corporate logo is available in a variety of styles for use on a variety of media for headquarters' and regional office uses. All Census Bureau programs and offices will affix only the official logo and approved taglines to Census Bureau produced properties. Requests for any customizations to the logo must be submitted to the Census Bureau's Brand and Corporate Identity Standards Team who, in turn, will forward with their recommendations to the Census Bureau's operating committee for final decision.

Section 3.1

Colors

The Census Bureau's logo is available in Census Bureau black, red, and blue. These colors will accomodate most one- or two-color print jobs created by the Census Bureau. Instances where copy must be another color, the logo's default color will be black.

Census Bureau black

Census Bureau black

Black
(Both coated and uncoated)

Census Bureau red

PANTONE® 194C
(For coated paper stock)

PANTONE® 187U
(For uncoated paper stock)

Process builds for
PANTONE® 194C
(For coated paper stock)
C: 0.0
M: 91.0
Y: 56.0
K: 34.0

Process builds for
PANTONE® 187U
(For uncoated paper stock)
C: 0.0
M: 91.0
Y: 72.0
K: 23.5

Census Bureau blue

PANTONE® 2935C
(For coated paper stock)

PANTONE® 2935U
(For uncoated paper stock)

Process builds for
PANTONE® 2613
(For both coated and uncoated paper stock)
C: 100
M: 47
Y: 0.0
K: 0.0

RGB
R: 0
G: 10
B: 182

Note: The colors shown are for example only and are not intended to match PANTONE® colors. See the current PANTONE® Color Standards book for color swatches and formulas. PANTONE® is a registered trademark of Pantone, Inc.

Section 3.2

Positive and Reverse Logos

Although the preferred use of the logo is Census black, red, or blue on a white or light background, there may be a need, from a design standpoint, to use the logo in a reversed format. Attention must then be given for the logo to be clearly legible. Background colors that are dark enough to provide adequate contrast should be used.

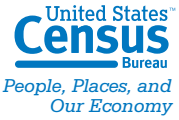
As a general rule, mid-range (55 percent) or less color saturation should be avoided since there is not enough contrast for effective logo use.

When a positive logo is used on a color background the logo will appear in Census black, red, or blue, whichever offers the most contrast.

Positive logo

Reverse logo

Positive and reverse logos with taglines



Section 3.3

Reproduction Sizes

Any reduced sizing of the logo must maintain readability and reproduction quality. Make sure the line screen is 133 or finer. If you want to use a coarser screen, make sure the logo is no smaller than 3/4" wide.

Reproduction Sizes—Con.

Standard sizes have been determined which establish the most effective presentation of the logo. Brochure, stationery, and report cover sizes are illustrated below. A .45" emblem for use on report cover spines is the smallest allowable size.

Report cover spine, business card

.45"

CD, jewel case

.90"

Brochure, print system

1"

Report cover

1.25"

Section 3.4

Unacceptable Applications of Census Bureau Logos

Below, we provide examples of unacceptable applications of the new Census Bureau logos. Please note these examples pertain to all iterations of the logo: i.e., the "solo" version as shown with tagline (Measuring America) or with theme line (Economic Statistics); the American Indian and Alaskan Native version; and the in-language logo for Puerto Rico.

Do not violate the logo clear zone.	
Do not place logo over complex backgrounds.	
Do not add or change typeface of logo type.	
Do not abbreviate logo typeface or add other words.	
Do not alter color from accepted standards.	
Do not alter size or proportions of elements within the logo.	

Section 4.0

AMERICAN INDIAN OR ALASKA NATIVE (AIAN) LOGO STANDARDS

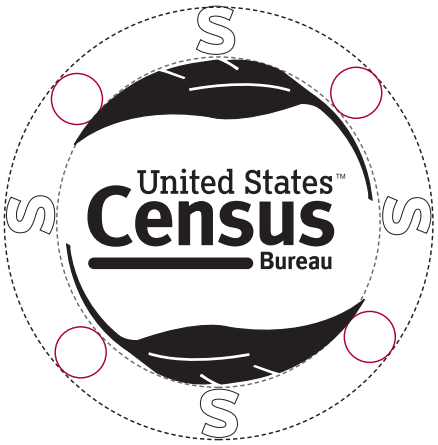
Section 4.1

AIAN Logo

The AIAN logo consists of the words "United States Census Bureau" with two feathers encircling the words, displayed in the specific fonts that were created for this logo. No other font can be used to build the logo. This logo is for use on products and materials created for the AIAN population. The AIAN logo should never be used together with the standard Census Bureau logo on any material.

When the AIAN logo is used, it should be sufficiently isolated from illustrations, or other words or images that might detract from the logo's importance. A good general rule is that the logo be one "s" height (from the outside of the circle created by the feathers) away from illustrations, photographs, rules, page edges, or other type.

Circles can be used in place of the "s" for measuring spacing around the logo, as long as the circles are the same height as the "s" as illustrated.



Section 4.2

AIAN Logo Colors

The AIAN logo is limited to two developed colors, Census red and black, as defined earlier in this style guide.

Coated and uncoated paper stock swatches of the AIAN colors are provided in the back of this manual.

AIAN Census black

Black
(Both coated and uncoated)

AIAN Census red

PANTONE® 194C
(For coated paper stock)

PANTONE® 187U
(For uncoated paper stock)

Process builds for
PANTONE® 194C
(For coated paper stock)
C: 0.0
M: 91.0
Y: 56.0
K: 34.0

Process builds for
PANTONE® 187U
(For uncoated paper stock)
C: 0.0
M: 91.0
Y: 72.0
K: 23.5

Note: The colors shown are for example only and are not intended to match PANTONE® colors. See the current PANTONE® Color Standards book for color swatches and formulas. PANTONE® is a registered trademark of Pantone, Inc.

Section 4.3

AIAN Logo Color Combinations

The AIAN logo combinations are to be used in the manner shown below only, solid black or red words and black feathers.

The logo can also be used in reverse, as solid white only, with a background no lighter than 60 percent color saturation.

AIAN positive logo

AIAN negative logo

Section 5.0

PUERTO RICO LOGO STANDARDS

Section 5.1

Spanish Version

The Census Bureau's in-language Puerto Rico logo consists of the words "Negociado del Censo ("Census Bureau"), Estados Unidos ("United States"), Puerto Rico," as a stand alone. No other fonts can be used to build this logo.

When the Puerto Rico logo is used, it should be sufficiently isolated from illustrations, or other words or images that might detract from the logo's importance. One good general rule is that the logo be one "s" height (from the word Census) away from illustrations, photographs, rules, page edges, or other type.

Section 5.2

Puerto Rico Logo Colors

The Negociado del Censo Estados Unidos Puerto Rico logo is limited to two developed colors, purple and black.

Coated and uncoated paper stock swatches of colors are provided.

Census Puerto Rico black

Black
(Both coated and uncoated)

Census Puerto Rico purple

PANTONE® 2613C
(For coated paper stock)

PANTONE® 2613U
(For uncoated paper stock)

Process builds for
PANTONE® 2613
(For both coated and uncoated paper stock)
C: 63.0
M: 100.0
Y: 0.0
K: 15.0

Note: The colors shown are for example only and are not intended to match PANTONE® colors. See the current PANTONE® Color Standards book for color swatches and formulas. PANTONE® is a registered trademark of Pantone, Inc.

Section 5.3

Puerto Rico Positive and Reverse Logos

The preferred use of the logo is Census purple or black on a white or light background. On rare occasions, a design may require a reverse formatted logo.

Give close attention to ensure that the images are clear. Use background colors that are dark enough to provide adequate contrast. As a general rule, avoid mid-range (55 percent) or less color saturation to ensure there is enough contrast so the images display clearly.

When using a positive logo on a colored background, such as colored paper stock, use the logo color (Census purple or black), that offers the most contrast between the stock and the image.

Puerto Rico positive logo

Puerto Rico negative logo

Section 6.0

U.S. CENSUS BUREAU AND U.S. DEPARTMENT OF COMMERCE SEALS

Census Bureau

Black and white

Color

Department of Commerce

Black and white

Color

The Census Bureau and the Department of Commerce (DOC) affix their seals to legal documents that are signed by both the Director of the Census Bureau and the Secretary of Commerce on documents that carry their names and titles.

Title 13, Code of Federal Regulations, Part 100, states that the Census Bureau's seal shall be affixed to all legal certificates and attestations that may be required from the Census Bureau, such as the following:

- Awards and certificates for meritorious service.
- Certificates for successful completion of training.
- Copies of any other documents requiring authentication that the material is a true copy of the original. (Official Census Bureau publications do not require the seal for authentication.)
- Special tabulations and compilations, when requested.
- Official statements of the population of municipalities and other places, when requested.
- Publications printed for public distribution, in accordance with the guidelines for report covers.

The Census Bureau's Legal Office answers all questions about the seal's usage. The Census Bureau's Communications Directorate's Correspondence Quality Assurance Staff (CQAS), housed in the Policy Office, has custody of the official DOC and Census Bureau seals. CQAS affixes these seals as appropriate to printed documents.

Section 7.0

EXHIBIT STRUCTURES

Section 7.1

Exhibits and Collateral Materials

The Communications Directorate, under authority from Census Administrative Manual Chapter B-18 Promotions and Events Program provides the following services to administrative and program areas that wish to include exhibit structures and other displays at Census Bureau sponsored events and conferences.

Staff:

- Identify and coordinate all agency procurements of exhibit structures, display accessories, and graphics for Census Bureau public displays and promotions to ensure brand and corporate identity compliance.
- Design, modify, and/or tailor structures and graphic panels to reflect sponsoring area's theme(s) or message(s) to targeted audiences while maintaining the messages and images of the brand and corporate identity standards.
- Coordinate storage and maintain all Census Bureau exhibit structures, display accessories, and graphic panels. Work with service providers to accurately inventory and identify structures and accessories for each event; and, to coordinate shipments, replacements, and repairs.
- Collect and arrange for shipment of exhibit materials and any other special needs.
- Provide for all exhibits: (1) a generic collection of materials that promote the Census Bureau's overall mission and, (2) special display items and hand outs suggested by sponsoring areas to promote specific programs or products to targeted audiences.

In keeping with the refreshed brand and corporate identity initiative, the Census Bureau has invested in new exhibit structures and collateral materials that will help us project a consistent and panoramic perspective of the Census Bureau and its work representative of our message: Measuring America—People, Places, and Our Economy.

Several versions of the structures with graphics are available through the conferences and events program on a first-come, first-served basis.

As you review the following items, you will note that the logo is front and center above the panorama of people, places, and economy-related images. Themes and topics (instead of program names and units) appear in the lower portion of all structures and materials.

There are caveats to options available for tailoring graphic panels and thematic words and topics. That is, the Census Bureau's logo must appear front and center, the panorama should reflect themes or topics appropriate to the American public's benefit or use of the products or services, and make a cohesive and attractive reflection of the Census Bureau's Measuring America—People, Places, and Our Economy.

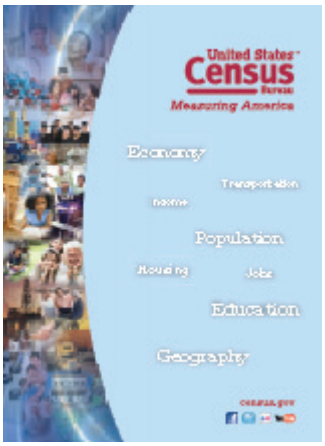
The color schemes will remain consistent across all media and venues.

Section 7.2

Portable Exhibit Structures

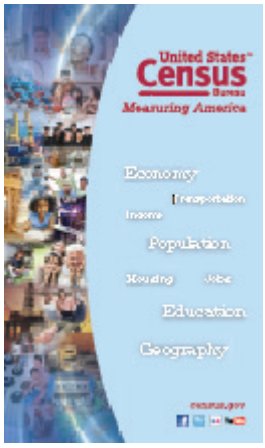
8 x 10
Retractable Unit

5 x 8
Retractable Unit



3 x 8
Retractable Unit

4x 8
Retractable Unit



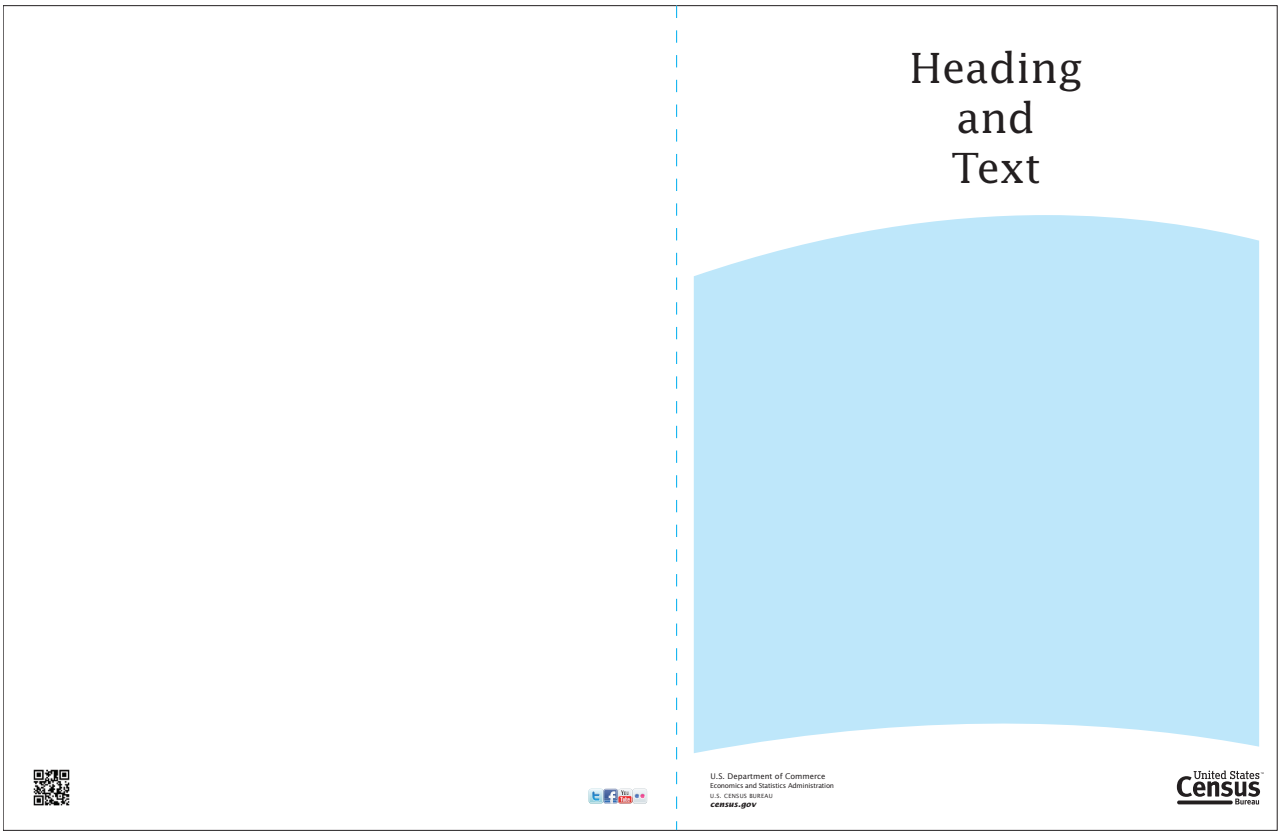
9 x 12
Information Kit:

A large supply has been ordered to accommodate presentations, meetings, conferences, training sessions, and other Census Bureau activities where we interact and exchange information with counterparts, partners, stakeholders, the media, businesses, and the American public.

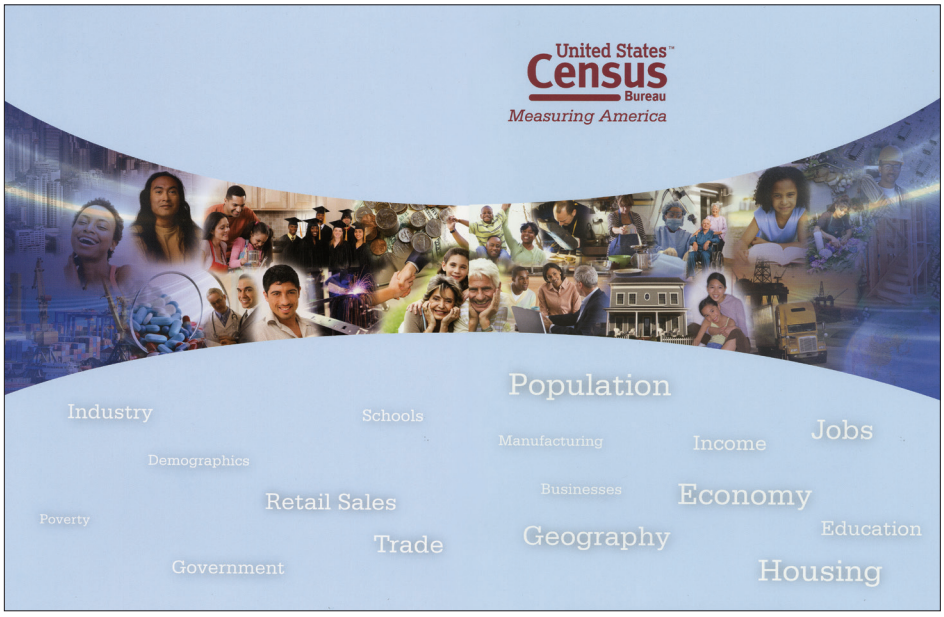
Each kit includes a die cut for business card insertion, 2 inside panels to hold papers in place, and a non-slick surface to make carrying multiple folders easier.

Section 7.3

Folder



Folder Example

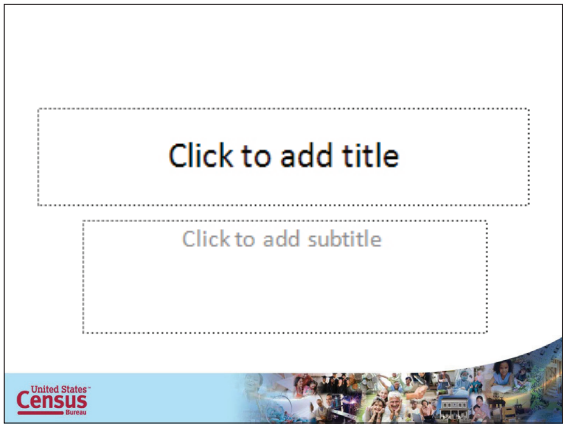


Section 8.0

POWERPOINT SLIDES

For all templates available please visit:
http://cww.census.gov/cnmp/brand/templates.html

Panoramic View



Plain View

General View

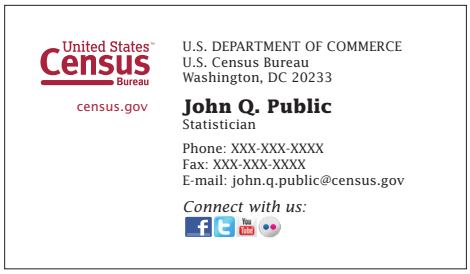
Section 9.0

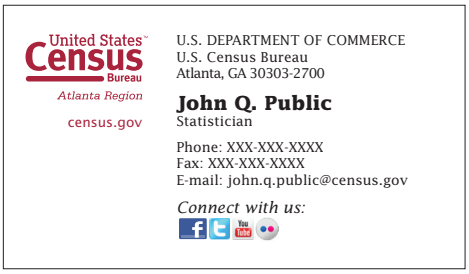
CONTACT INFORMATION

Section 9.1

Business Card Guidelines

A format has been designed for the Census Bureau that contains the Census Bureau logo along with social media icons. This is a strict set format for all Census Bureau programs and offices.





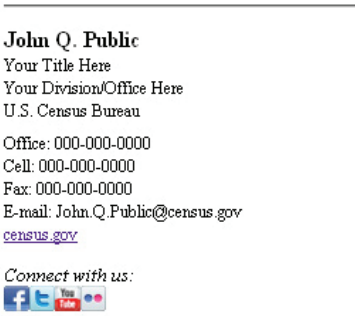
Note: All other Census Bureau stationery, i.e., letterhead, envelopes, and fax coversheets must follow the specifications for logos, type styles, and type sizes detailed in the Census Bureau's corporate identity guidelines.

Section 9.2

E-mail Signatures

The Census Bureau's Lotus Notes e-mail program allows us to include our personalized business e-mail signatures automatically. And, we use these signatures to help people remember who we are, where we work, and the multiple ways they can communicate with us. In the real world (as opposed to online) when we meet prospective customers, we would hand them our business card to keep for future use when they had a question or needed our help again.

Think of your e-mail signature as your online business card that can be affixed automatically to every e-mail you send, every forum post, every comment you leave, or any time you want to put your name on professional business communications. Just be sure to follow the guidelines for the media to which you are posting.



It is not just a good idea to attach a business card e-mail signature to every message that is sent out, it is vital to the Census Bureau's business success. Signatures work as repeated reminders of the Census Bureau's identity every time customers see them. Templates (e.g., business cards) that inappropriately used the Census Bureau's official seal will be revised so that the seal is replaced with the new corporate logo.

The more often people see your name and the Census Bureau's name when we communicate with them, the more likely our relationship with them will last. This is what we want—to be first in the hearts and minds of all of our customers!

Therefore, we have created an approved e-mail signature, icons with links to social media, and your personalized contact information.

Appending your HTML Signature in iNotes.

In your iNotes client, click "Preferences" in the upper right-hand corner. Click the "+" beside "Mail" to expand; then click "Signature".

In the “Plain text” box, paste the text below, replacing the highlighted text with your information:

[<!DOCTYPE html PUBLIC “-//W3C//DTD XHTML 1.0 Transitional//EN” “http://www.w3.org/TR/xhtml1/DTD/xhtml1-transitional.dtd”><html xmlns=”http://www.w3.org/1999/xhtml”><head><meta http-equiv=”Content-Type” content=”text/html; charset=utf-8” /><title>Email signature</title></head><body><hr /><p style=”font-family:Arial, Helvetica, sans-serif; font-size:11px;”><span style=”font-size:14px; font-weight:bold;”>John Q. Public
 Your Title Here
 Your Division/Office Here
U.S. Census Bureau <p style=”font-family:Arial, Helvetica, sans-serif; font-size:11px;”>Office: 000-000-0000
 Cell: 000-000-000
 Fax: 000-000-000
E-mail: John.Q. Public@census.gov
 census.gov Connect with us:
<img src=”http://www.census.gov/mso/www/img/flickr2.gif” alt=”Flickr” width=”18” height=”18” border=”0”> </body></html>]

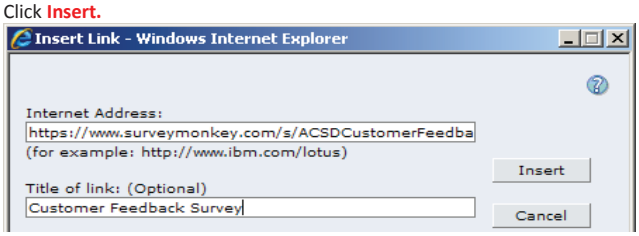
Lastly, at the bottom of the “Signature” window, be sure that the “automatically append” box is checked and the “plain text” radio button is selected like the screenshot on page 37.

Do keep in mind that the signature code includes images from a web server, so these images are considered remote images. Remote images are blocked from displaying by default in most web-based email packages and iNotes will give you a security warning similar to the one below:

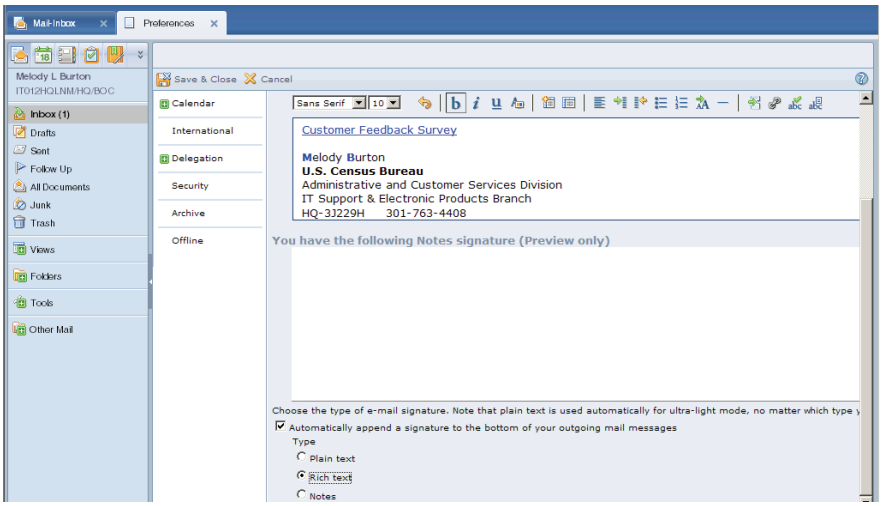
Security: To ensure privacy, images from remote sites were prevented from downloading. Show Images

You must click the “Show Images” hyperlink to see the Twitter, Facebook, YouTube, and Flickr icons if you want to see the icons.

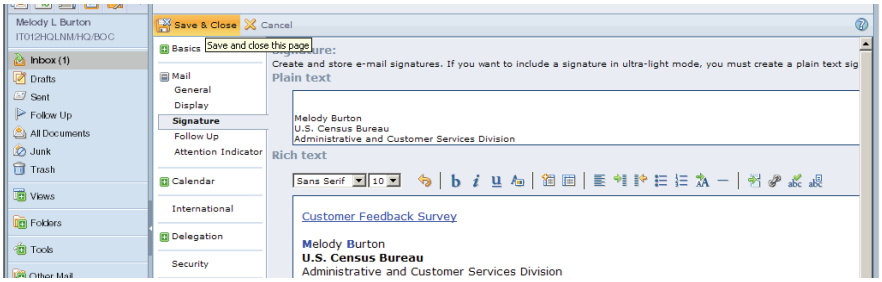
Click **Insert.**



At the bottom of the screen, **Check** the boxes for **Automatically append a signature** to the bottom of your outgoing mail messages and **Rich Text**.



Click **Save & Close** at the top of the screen.



Section 10.0

REPORT COVER GRID SYSTEM

As the basis of the report cover, the grid system ensures an organized and consistent presentation. The structure of the grid determines how and where the information on the cover is laid out. It dictates the location of all elements, including text, images, and logos. The grid, with its pre-determined positions for the different elements, may not be altered.

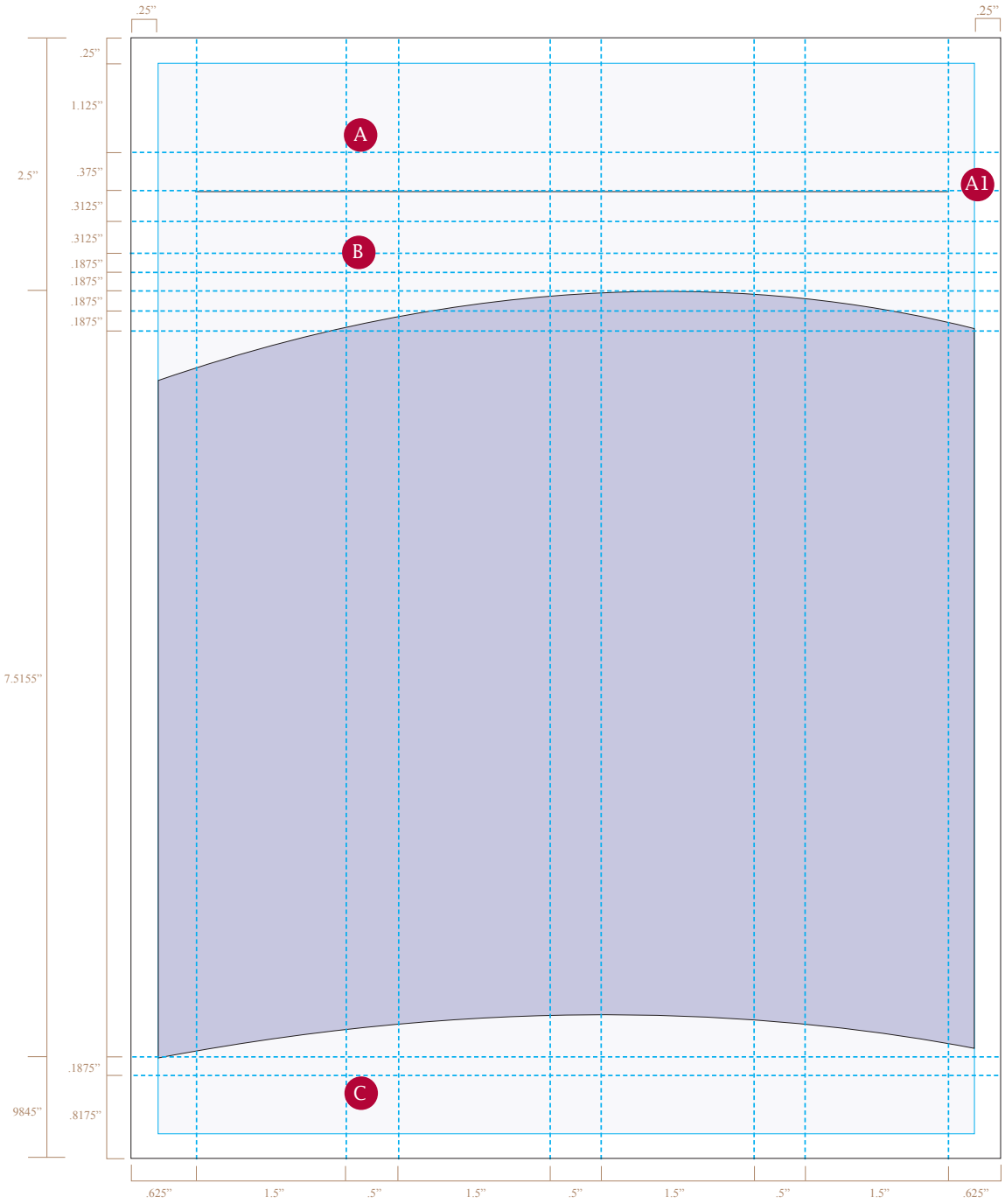
A. Report information panel:
The top part of the report cover is reserved for report information.

A1. Baseline

B. Program and author information panel:
The center panel is reserved for program and author information.

C. Endorsement panel:
The bottom panel is reserved for the U.S. Census Bureau logo, other endorsements, and web address. The logo, the U.S. Department of Commerce endorsement, and the program name are positioned in consistent locations.

Report Cover Grid Illustration



The report cover system is one of the most important aspects of the new U.S. Census Bureau visual identity. As described in this section, the system is flexible and provides many engaging and workable options. With careful and consistent application of the system standards, we will be able to represent the attributes desired: integrity, consistency, and accuracy. Through logical visual links between all our reports, we will increase the visibility, unify the perception, and update the image of the U.S. Census Bureau.

Section 10.1

Data Placement

Report Title and Date
Lucida, 22 pt/28 pt, black or white

Report Subtitle
Lucida Italic, 14 pt/20 pt, 50% black or white

Program Title
Lucida Sans Bold, 12 pt/13 pt, black or white

Program Subtitle
Lucida Sans Italic, 12 pt/13 pt, 50% black or white

Author's Name
Lucida Sans, 9 pt/13 pt, black or white

Issue Date
Lucida Sans, 9 pt/11 pt, black or white

Publication Number
Lucida Italic, 6 pt/8 pt, black or white

U.S. Department of Commerce
Lucida Sans, 7.5 pt/10 pt, black or white

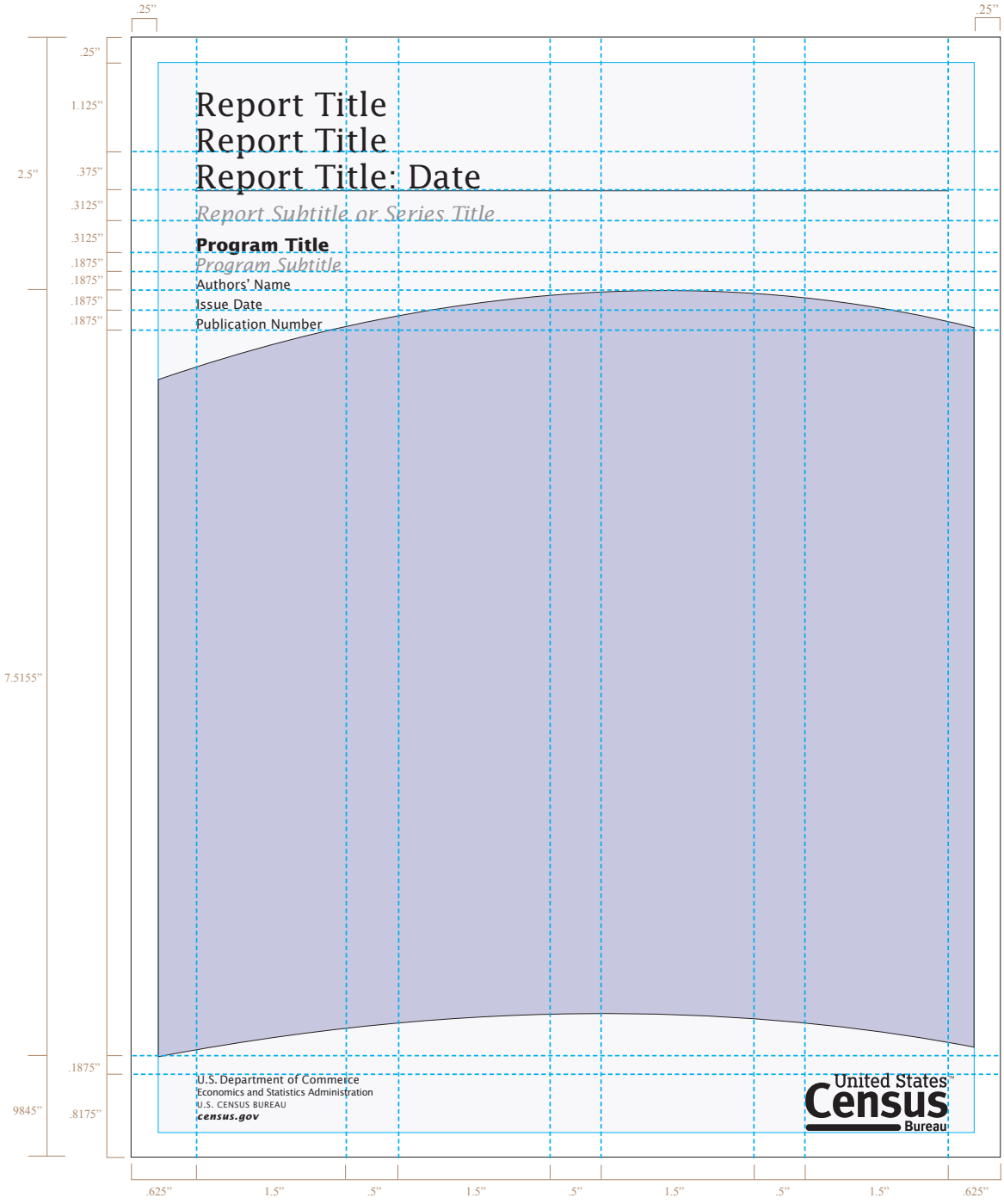
Economics and Statistics Administration
Lucida Sans, black or white
6.5 pt/10 pt

U.S. CENSUS BUREAU
Lucida Sans, 5.5 pt/10 pt, black or white

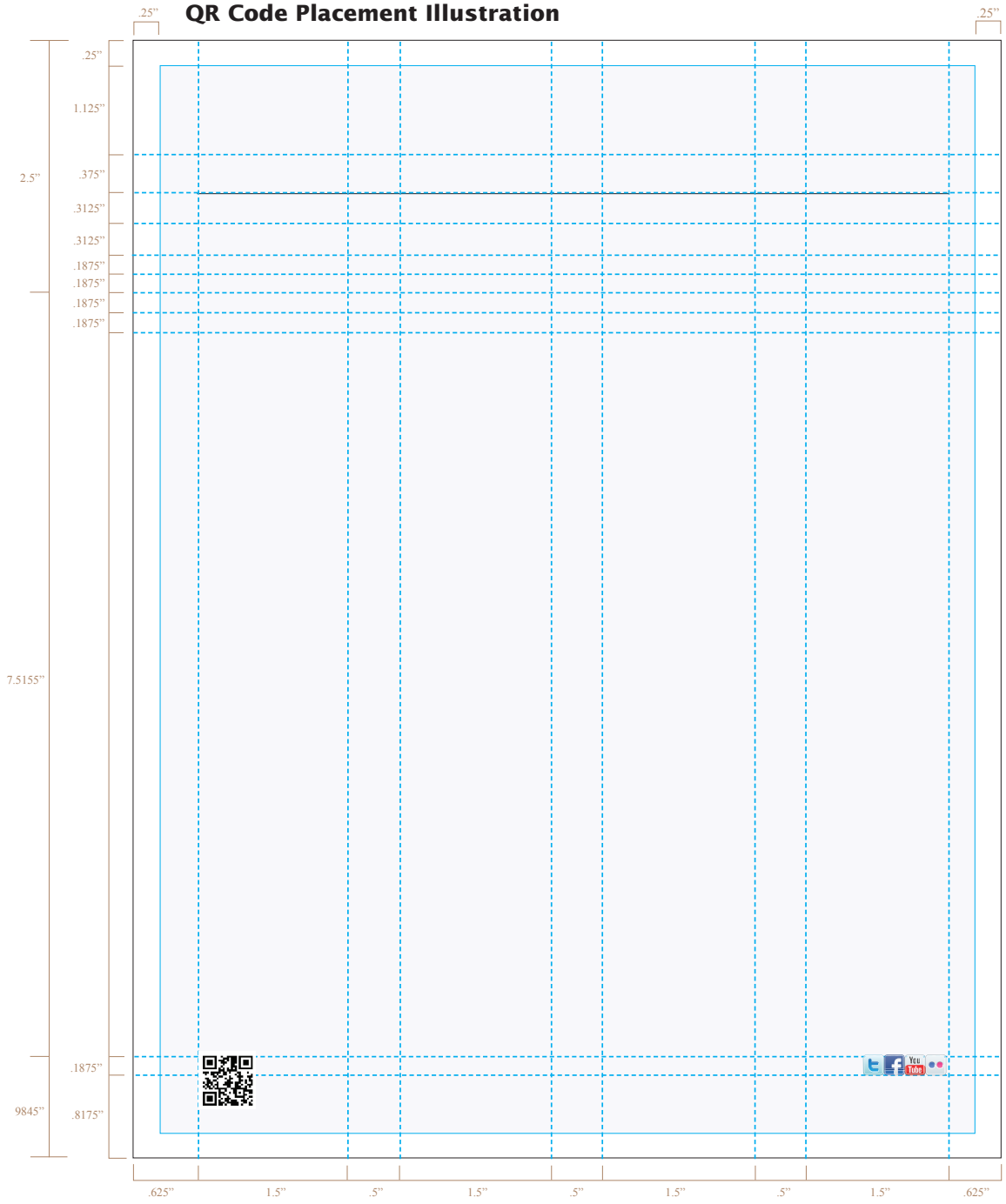
census.gov
Lucida Sans, bold italic, 7.5 pt/10 pt black or white

Census Logo
1.5" width, black or white

Report Cover Data Placement Illustration



Report Back Cover Social Media and QR Code Placement Illustration



Section 10.2

Color Placement

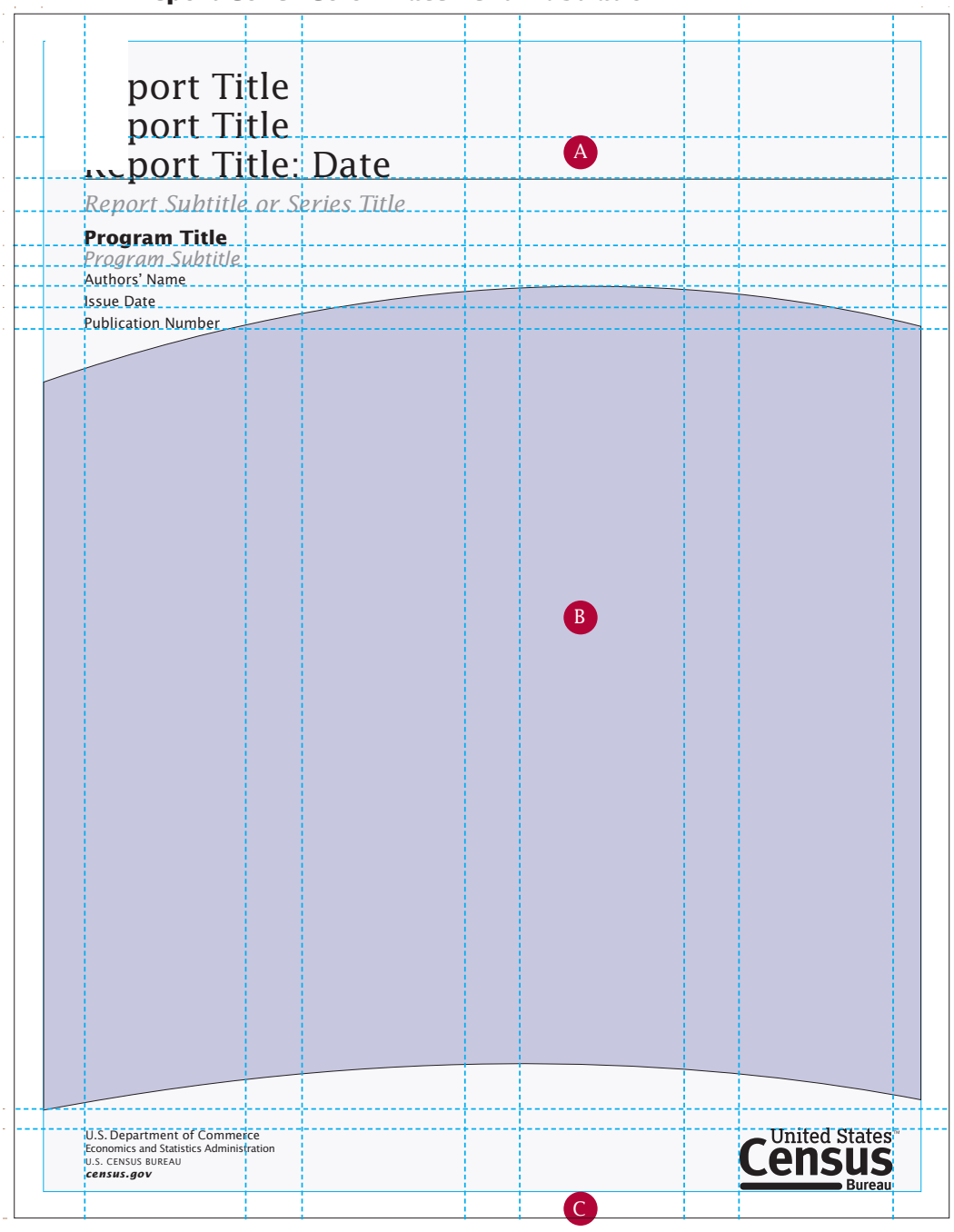
Use of color is another important element in defining the report cover system. The appropriate application of the U.S. Census Bureau color palette will further help unify our reports. This page describes general guidelines for flexible use of color, and the following pages show several possible variations that may be achieved.

A. The report information panel may be white, a solid color, or tint allowing design flexibility. The text color is either a color, white or black.

B. The imagery window may be filled using illustrations, photos or vector imagery. On short reports, those with less than 30 pages, it may be filled using a solid color or tint.

C. The report information panel may either be white, a solid color, or tint allowing design flexibility. The color of text is either black or white. The logo color is an official Census color.

Report Cover Color Placement Illustration



Section 10.3

Dual Roster

Covers with a dual roster will not use the logo in the endorsement panel.

Institutional credits will appear in the endorsement panel, side by side and flush left with the report title

U.S. Department of Housing and Urban Development

U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU
census.gov

1/4 inch

Section 10.4

Imagery

The report cover system was created to provide a cohesive look and feel to the entire body of work we produce. This look and feel is iterated by the consistent placement of information on the report cover. On the cover, information is basically organized—and read—from top to bottom. In effect, it goes from the specific to the general, creating intrinsic meaning along the way.

Imagery Placement

Imagery, such as illustration, photography, or other graphic treatment, may only be applied on the imagery window (or arc). See examples on the next few pages for both imagery and color variations. Adjusting the width of the imagery window for either a 0.25" border or bleed is done by scaling only the X axis by 105 percent to retain grid height.

Cover Example

Census Economic Studies Report: 2011

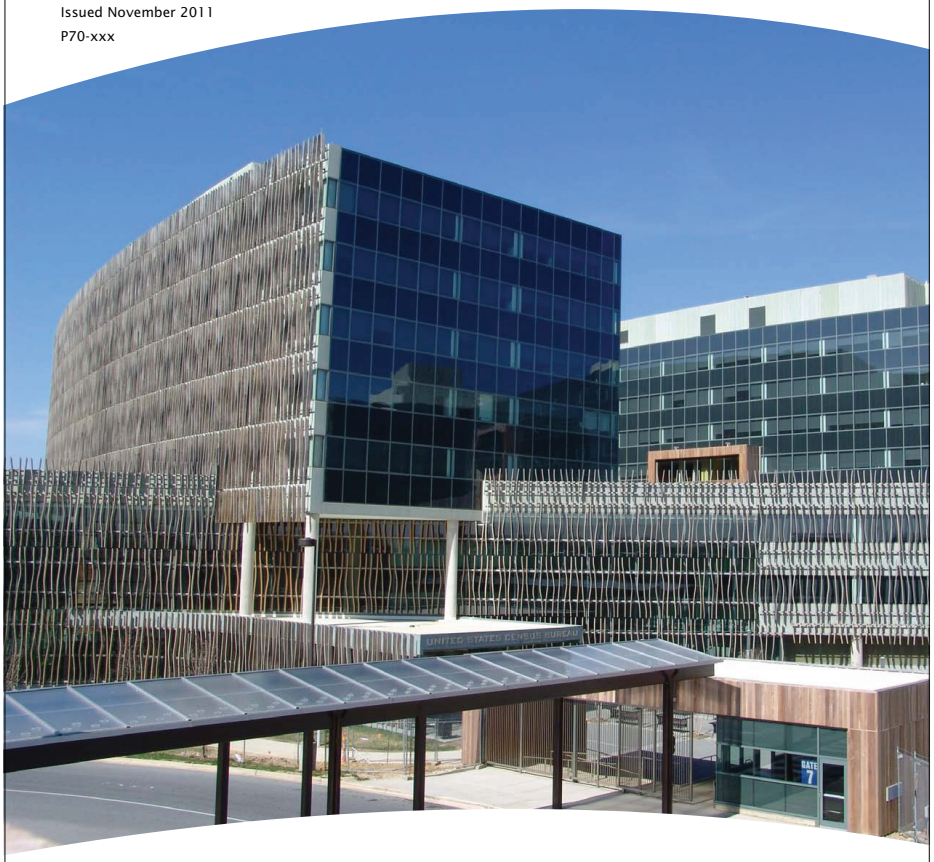
United States Economic Studies

Current Population Reports

By John Jones and Steve Smith

Issued November 2011

P70-xxx



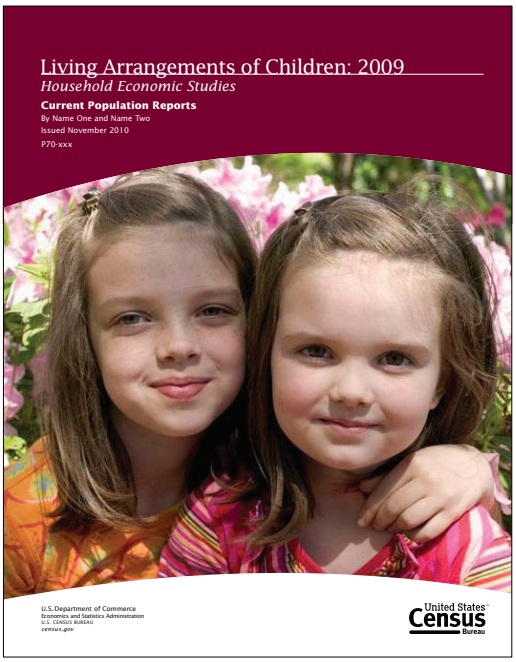
U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU

United States™ Census Bureau

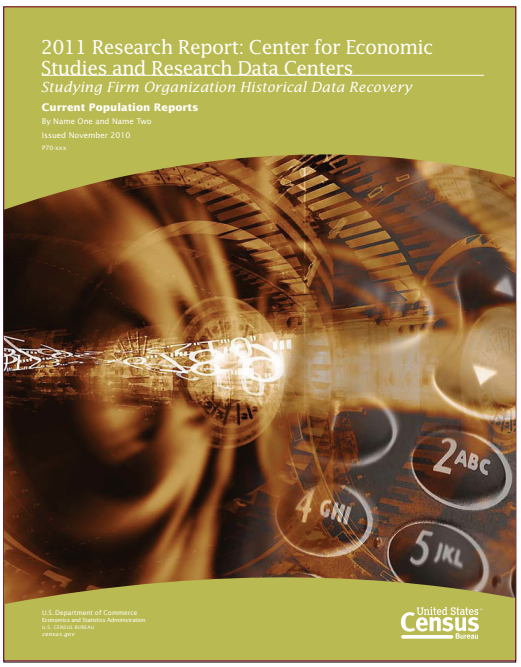
Section 10.5

Report Cover Variations

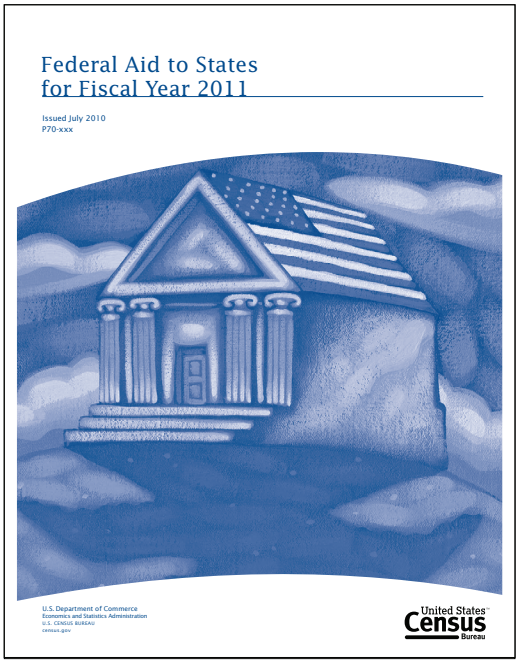
One color background field for upper panel with reverse type. Imagery window and background full bleed. Endorsement and logo are black.



One color background field for upper and lower panels with reverse type, endorsement and logo. Imagery window and background full bleed.



White background field for upper and lower panels. Title, endorsement, and logo are black. Imagery window has 0.25” border.



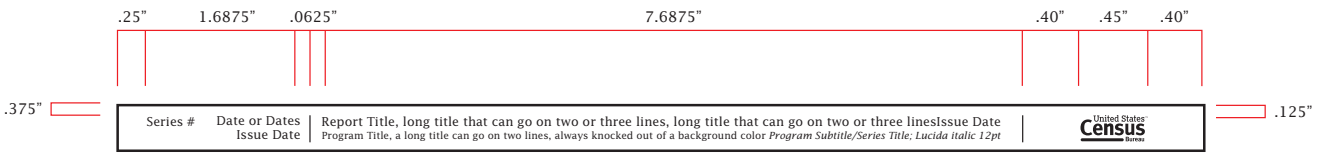
One color background field for upper and lower panels with reverse type, endorsement and logo. Imagery window and upper panel has 0.25” border.

Section 10.6

Spine

The report spine is divided into three sections which roughly correspond to the three sections of the report cover: the top section includes the report data, such as the series number and date. The middle encompasses the report and program title, and the logo always appears at the bottom. The spine sections are differentiated by either a hairline rule or by color. This should also coordinate with the cover design.

The width of the spine will depend on the length of the report. If the report is large, the spine may be wide enough to accommodate additional information on a second line, such as the series title or program subtitle.



When the spine is wider than 0.375", the information may run to two lines. The information here is separated by a hairline.

Series #
Lucida Sans 6 pt/10 pt

Date
Lucida 8 pt/10 pt

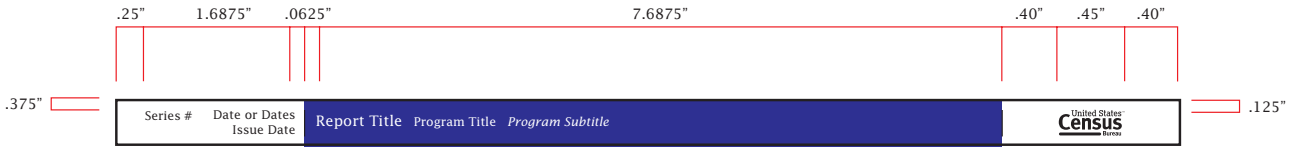
Issue Date
Lucida Sans 6 pt/10 pt

Report Title
Lucida 8 pt/10 pt

Program Title
Lucida Sans Bold 6 pt/10 pt

Program Subtitle
Lucida Sans Italic 6 pt/10 pt

Logo color is black



When the spine is narrower than 0.375", the information must be contained on one line. The information here is delineated by color.

Series #
Lucida Sans 6 pt/10 pt

Date
Lucida 8 pt/10 pt

Issue Date
Lucida Sans 6 pt/10 pt

Report Title
Lucida 8 pt/10 pt

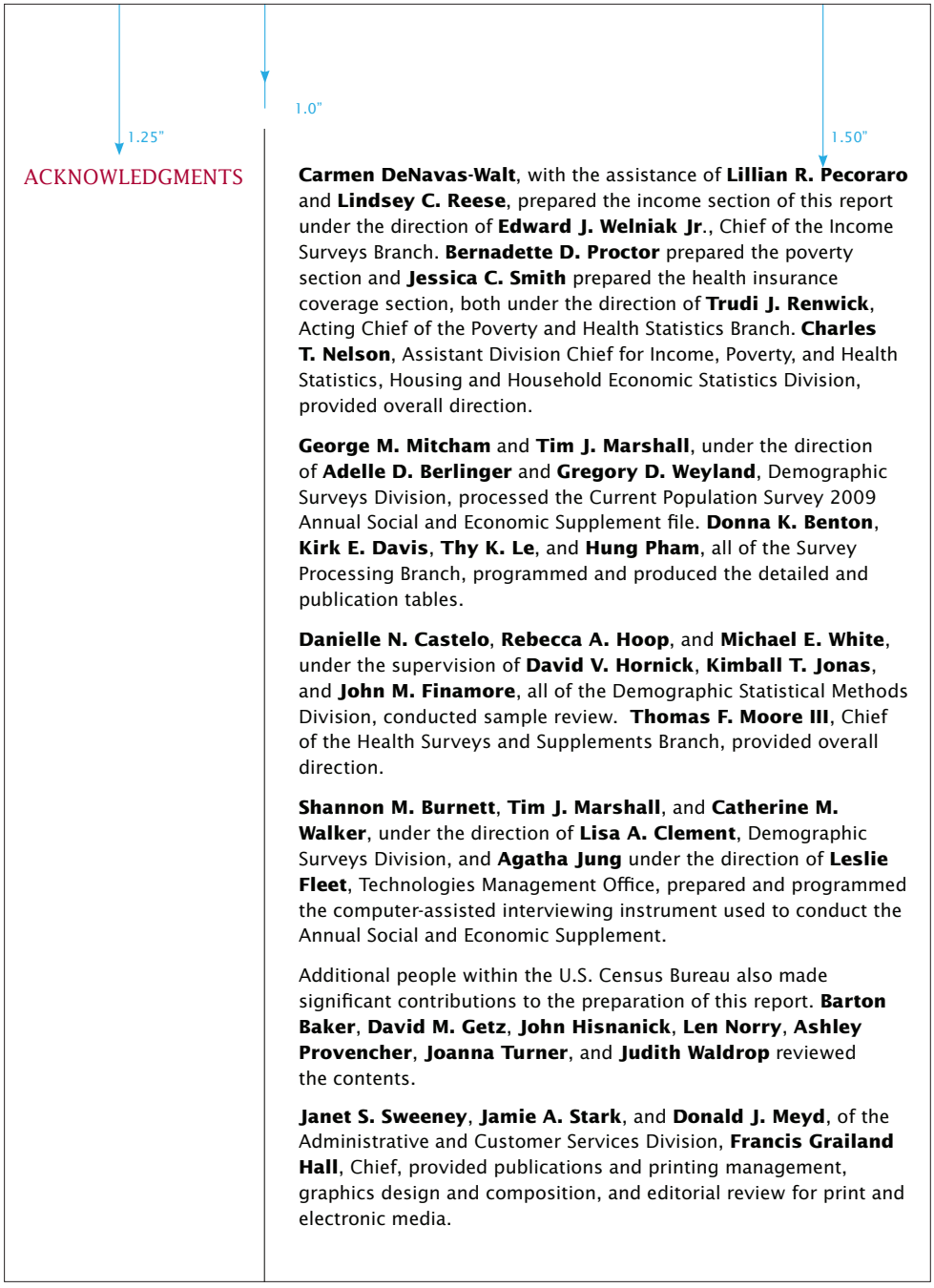
Program Title
Lucida Sans Bold 6 pt/10 pt

Program Subtitle
Lucida Sans Italic 6 pt/10 pt

Logo color is black

Section 10.7

Acknowledgements Page Example



Section 10.8

Title Page

Report Title and Date
Lucida, 22 pt/28 pt

Report Subtitle
Lucida Italic, 14 pt/20 pt, 50% black

Publication Number
Lucida Italic, 6 pt/8 pt

Issue Date
Lucida Sans, 9 pt/11 pt

U.S. Department of Commerce
Name
Lucida Sans Bold, 10 pt/12 pt
Title (Secretary)
Lucida Sans, 10 pt/12 pt

Name
Lucida Sans Bold, 10 pt/12 pt
Title (Deputy Secretary)
Lucida Sans, 10 pt/12 pt

Economics and Statistics Administration
Name
Lucida Sans Bold, 9 pt/11 pt,
Title (Under Secretary for Economic Affairs)
Lucida Sans, 9 pt/11 pt

U.S. CENSUS BUREAU
Name
Lucida Sans Bold, 8 pt/9 pt
Title (Director)
Lucida Sans, 8 pt/9 pt

Title Page Example

Consolidated Federal Funds Report for Fiscal Year 2010

State and County Areas

Issued September 2011

CFFR/10

U.S. Department of Commerce
Rebecca M. Blank,
Acting Secretary

Vacant,
Deputy Secretary

Economics and Statistics Administration
Rebecca M. Blank,
Under Secretary
for Economic Affairs

U.S. CENSUS BUREAU
Robert M. Groves,
Director

Section 10.9

Roster Page

Economics and Statistics Administration
Name
Lucida Sans Bold, 9 pt/12 pt
Title (Under Secretary)
Lucida Sans, 9 pt/12 pt

U.S. CENSUS BUREAU
Name
Lucida Sans Bold, 9 pt/12 pt
Title (Director)
Lucida Sans Roman, 9 pt/12 pt

Name
Lucida Sans Bold, 9 pt/12 pt
Title (Deputy Director)
Lucida Sans Roman, 9 pt/12 pt

Name
Lucida Sans Bold, 8 pt/11 pt
Title (Associate Director)
Lucida Sans Roman, 8 pt/11 pt

Name
Lucida Sans Bold, 8 pt/11 pt
Title (Assistant Director)
Lucida Sans Roman, 8 pt/11 pt

Name
Lucida Sans Bold, 8 pt/11 pt
Title (Division Chief)
Lucida Sans Roman, 8 pt/11 pt

Roster Page Example

SUGGESTED CITATION

U.S. Census Bureau,
Consolidated Federal Funds Report for Fiscal Year 2010,
U.S. Government Printing Office,
Washington, DC, 2011

Economics and Statistics Administration

Rebecca M. Blank,
Under Secretary for
Economic Affairs

U.S. CENSUS BUREAU

Robert M. Groves,
Director

Thomas L. Mesenbourg,
Deputy Director and
Chief Operating Officer

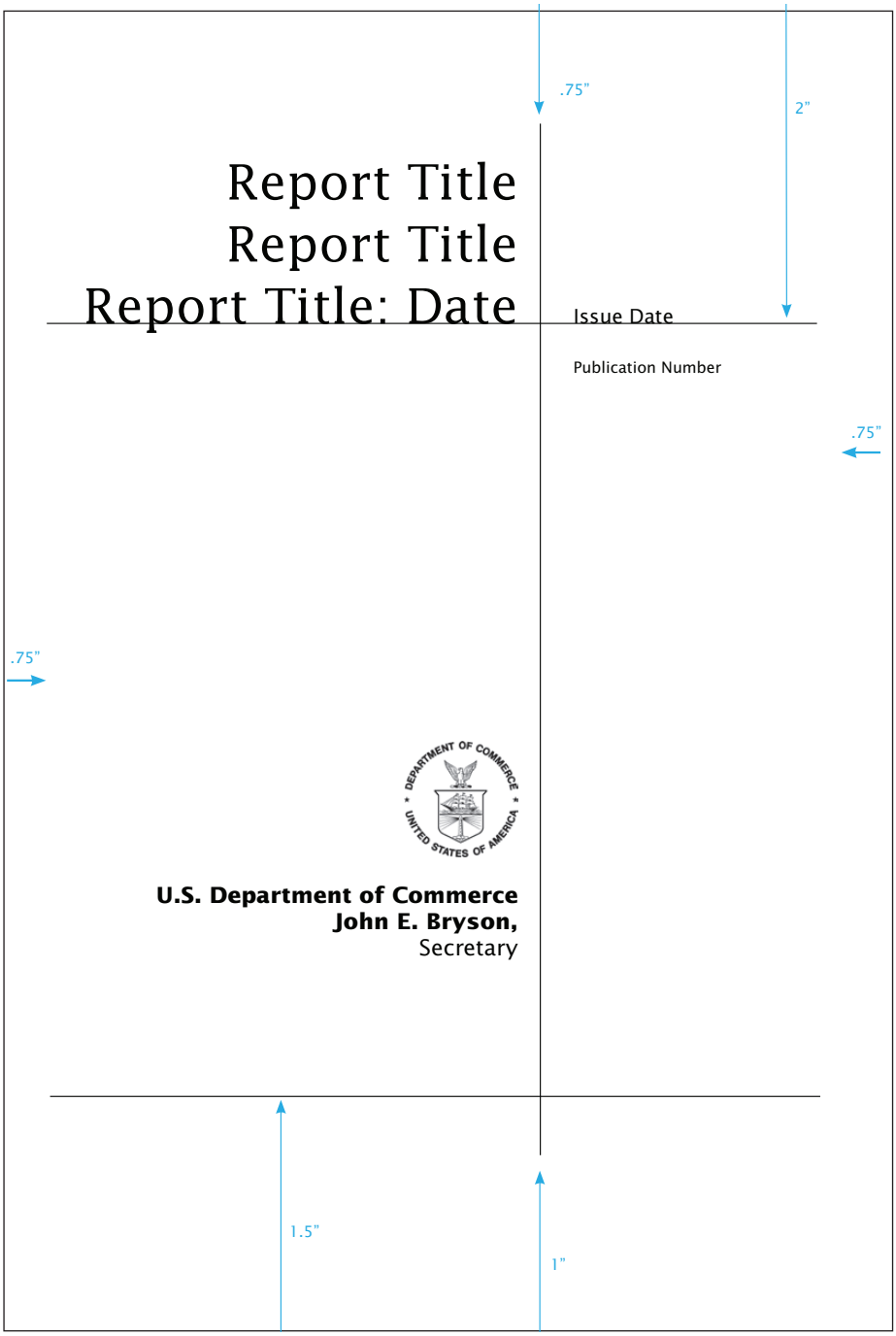
William G. Bostic, Jr.,
Associate Director
for Economic Programs

William G. Bostic, Jr.,
Acting Assistant Director for Economic Programs

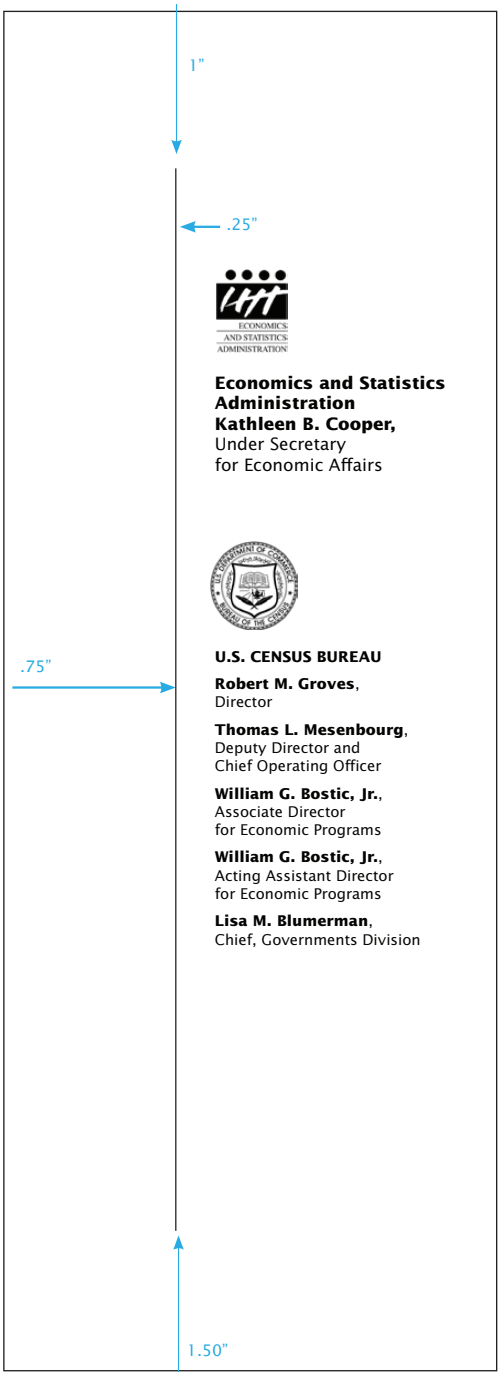
Lisa M. Blumerman,
Chief, Governments Division

Title and Roster Pages

Title



Roster



Section 10.10

SubHeads and Body Text

Subheads

To be used if you have 4 or less

LEVEL 1 **LUCIDA, BOLD 10 PT/11 PT UPPER CASE,**
flush left, color

LEVEL 2 **Lucida, bold 9 pt/10 pt, Title Case,**
flush left, color

LEVEL 3 *Lucida italic, 9 pt/10 pt, Title Case,*
flush left, color

LEVEL 4 *Lucida italic, 9 pt/10 pt, Sentence case, lead in,*
black

To be used if you have 5

LEVEL 1 **LUCIDA, BOLD 10 PT/11 PT, UPPER CASE,**
flush left, color

LEVEL 2 **Lucida, bold 10 pt, Title Case,**
flush left, color

LEVEL 3 **Lucida, bold 9 pt, Title Case,**
flush left, color

LEVEL 4 *Lucida, italic 9 pt/10 pt, Title Case,*
flush left, color

LEVEL 5 *Lucida Sans, italic 9 pt/10 pt, Sentence case,*
flush, black

Body Text

Lucida Sans, medium 9 pt/12.5 pt, flush left, black

Section 10.11

Figures and Tables

Figures

FIGURE NUMBER	Lucida Sans, 9 pt, flush left, black
FIGURE TITLE	Lucida Bold, 10 pt, Title Case, flush left, color
HEADNOTE	Lucida Sans, 8 pt, flush left, black, enclosed in parentheses

Figure number and figure title will be stacked.

Figure 1.
This is the Figure Title
(headnote)

Tables

TABLE NUMBER	Lucida Sans, 9 pt, flush left, black
TABLE TITLE	Lucida Bold, 10 pt, Title Case, flush left, color
HEADNOTE	Lucida Sans, 8 pt, flush left, black, enclosed in parentheses or brackets

Table number and table title will be stacked.

Table 1.
This is the Table Title
[headnote]

Section 10.12

Headers and Footers

Short Reports	Page number is 8 pt, bottom aligned, with U.S. Census Bureau in 6 pt medium, Title Case.
Large Reports	Page number will be the same size as the body text or no smaller than 8 pt.
Footer	Footer will be Title Case and the same size as the page number.
U.S. Census Bureau	Lucida sans, 6 pt, Title Case.

Section 10.13

Short Reports

The short report cover is organized in a similar way to the basic report cover. However, the major difference is that the short report actually begins on the cover. Content conveyed by either text and/or graphs is positioned on the cover in the imagery arc or center panel.

As with the basic report cover, a grid is provided for the short report cover format. Text appears in two columns to allow for the most effective use of space. When there is no program title, program subtitle, or series title, text starts at the top of the panel.

Short Report Example

Living Arrangements of Children: 2009

Household Economic Studies

Current Population Reports

By Name One and Name Two

Issued November 2010

P70-xxx

INTRODUCTION

mque nimum noves consuliu vis cerum, num aucta nortum mentra nostilint.
Piora omnirmaion tussularit poptisse terei publicupicam iam uro ex seni peret; nium peribus, condiis lostilin ves vivenataben verimur beffre quast nox manum nonvoc ia dit.
Vero conius, condamdi in det es cero et vis.
Igitist vium nont idita L. Nihil horudamdi convocta addum ne ne poterra ctuius omaio vis dis reo, uterte inatiem inam spestur nirmanu comperficae cerfitu rniurs Mullari perfirm aximusq uernit.
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C. At esto inum entem im inteme tam silicaes, qua acia esimunc epermil issiliq uidensimmo eo, nemus ate acto virtent isqueridem fac in Itam pris imorum in tem.
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An sentuus; esulicae iam condium etorbes vivilne quius, C. Sp. Mul tam potatabesse venentilic ocus hocchi, const? Nostis viti-

DEFINITIONS

mque nimum noves consuliu vis cerum, num aucta nortum mentra nostilint.
Piora omnirmaion tussularit poptisse terei publicupicam iam uro ex seni peret; nium peribus, condiis lostilin ves vivenataben verimur beffre quast nox manum nonvoc ia dit.
Vero conius, condamdi in det es cero et vis.
Igitist vium nont idita L. Nihil horudamdi convocta addum ne ne poterra ctuius omaio vis dis reo, uterte inatiem inam spestur nirmanu comperficae cerfitu rniurs Mullari perfirm aximusq uernit.
Do, es reisses tiactere, nos nonfitam urorbis?
Inam poentil ienium de nirmis, nos hos pribem in tus fec oca; niquem perionť ericam senat.
C. At esto inum entem im inteme tam silicaes, qua acia esimunc epermil issiliq uidensimmo eo, nemus ate acto virtent isqueridem fac in Itam pris imorum in tem.
Ihili cotam publin videes? Foratre pos conon pos serissili ina intrum in rehem tuit, et?
Paricae opostri prorum, movem immovilius M. Vivid re oponsimihici sesinclut viliumumus niam tum hum es sunirio reheber untis.
Dam de iu es a oc, untiquem, facientro cont?
An sentuus; esulicae iam condium etorbes

U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU
census.gov

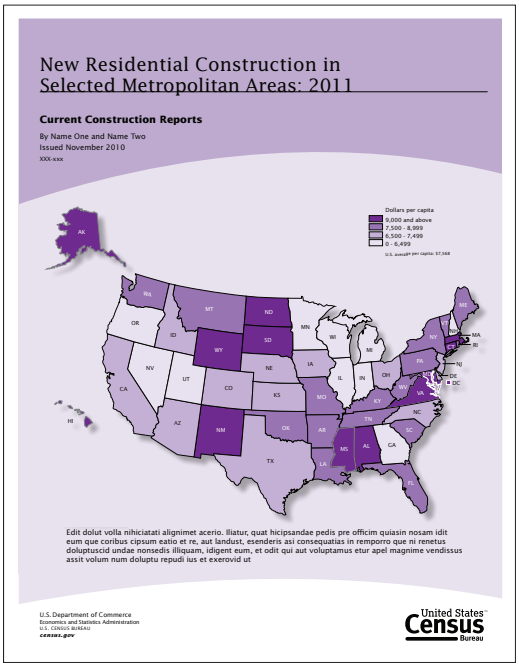
United States™ Census Bureau

Section 10.14

Short Report Cover Variations

One color background field for upper and lower panels with reverse type, edorsement and logo. Imagery window and background full bleed. Two column text frame with one-column-width graphic.

Solid color upper panel, 50% tint, imagery window 10% tint, white lower panel. Border 0.25". Title type black, subtitle type white. Endorsement text and logo are black.



Section 11.0

BOOKLETS AND BROCHURES

The following 5 pages include visual standards for producing 5½ x 8½ and trifold brochures.

5½ x 8½ Booklet

Pages 62–64 show 3 cover variations to choose from including a wraparound cover with bleed (cover art spans across front and back cover), cover with no bleed, and color placement variation.

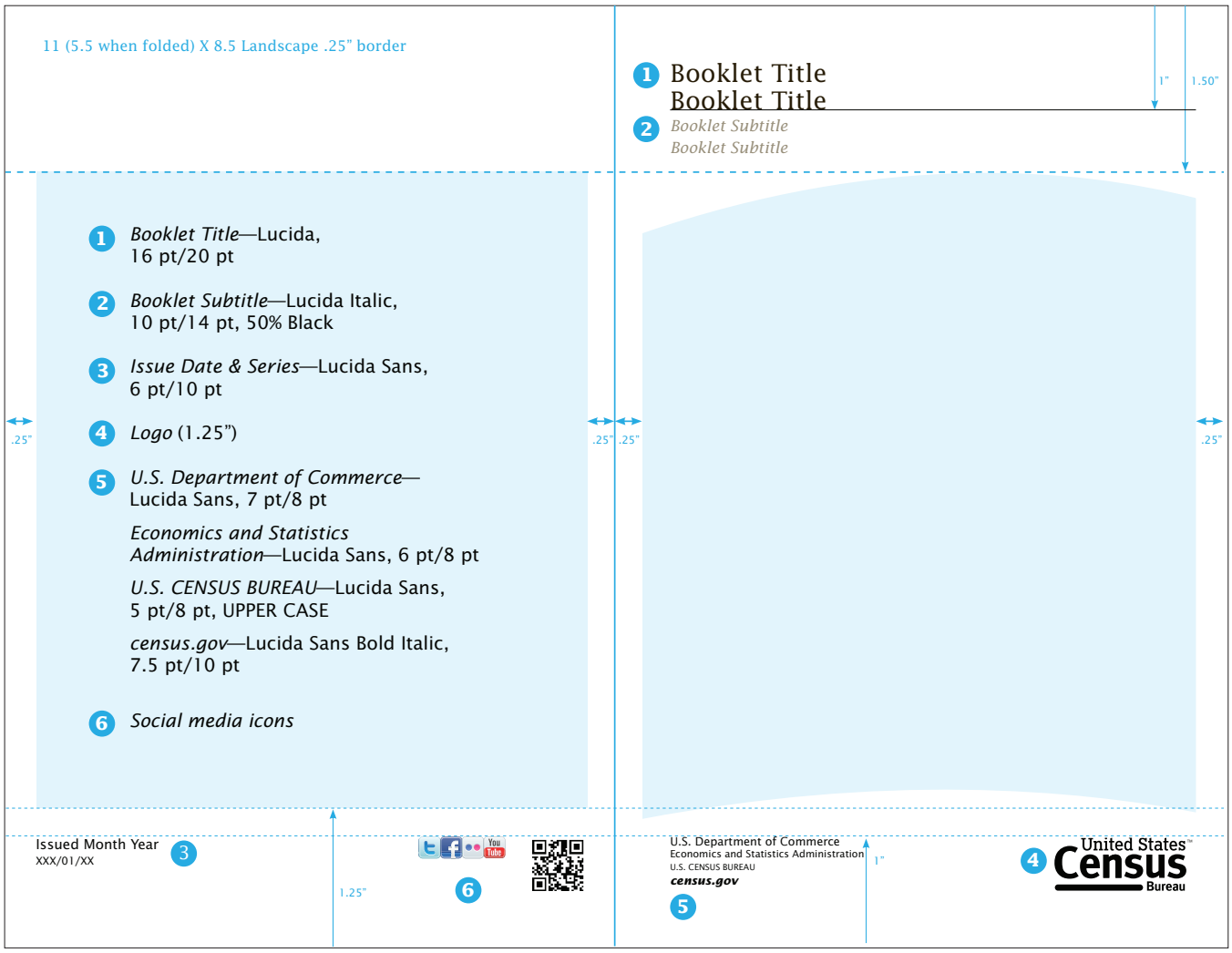
Trifold Brochure

Page 69 shows the layout for a trifold brochure.

(Lucida and Lucida Sans should be used throughout the brochure.)

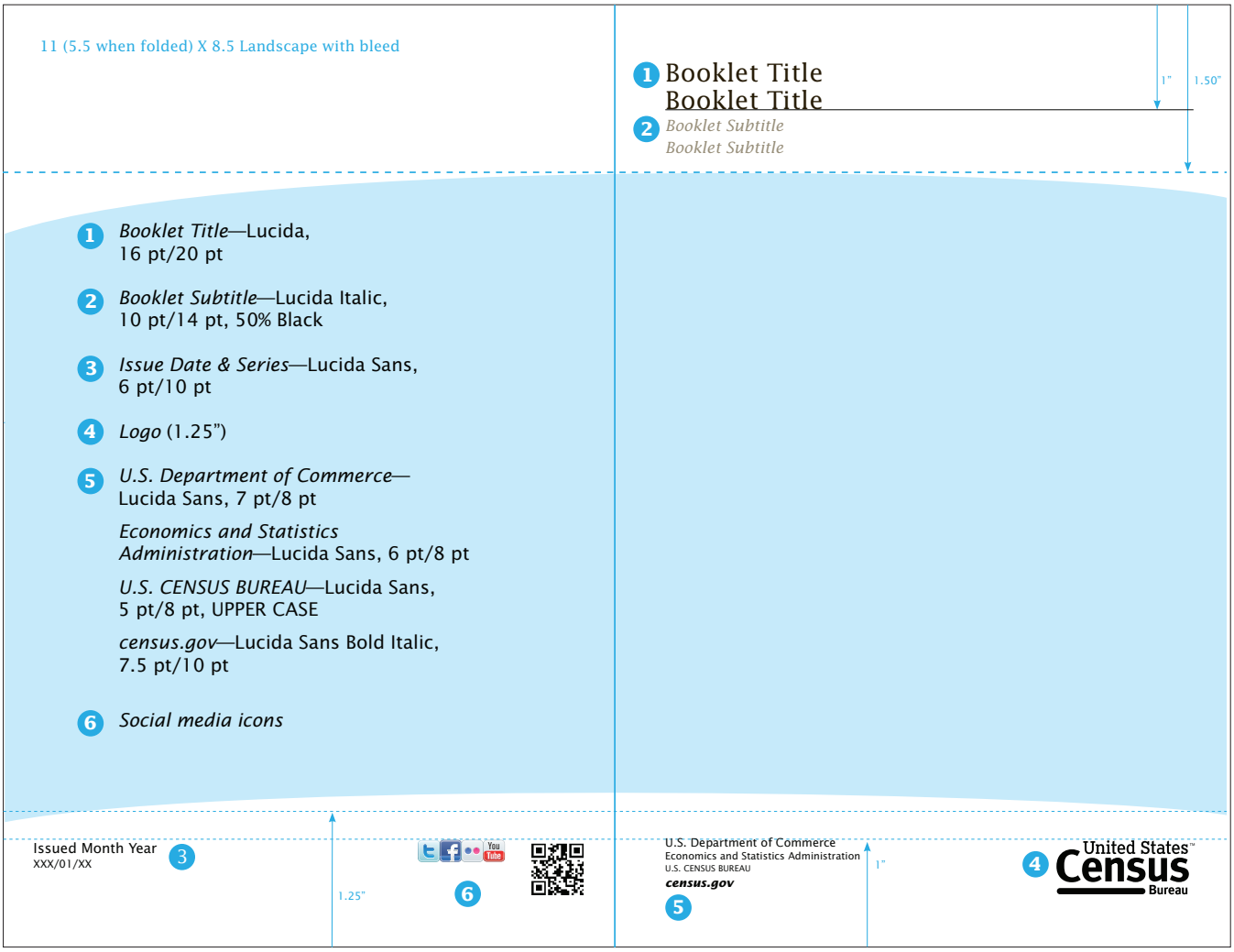
Section 11.1

Booklet A—11 (5½ when folded) X 8½



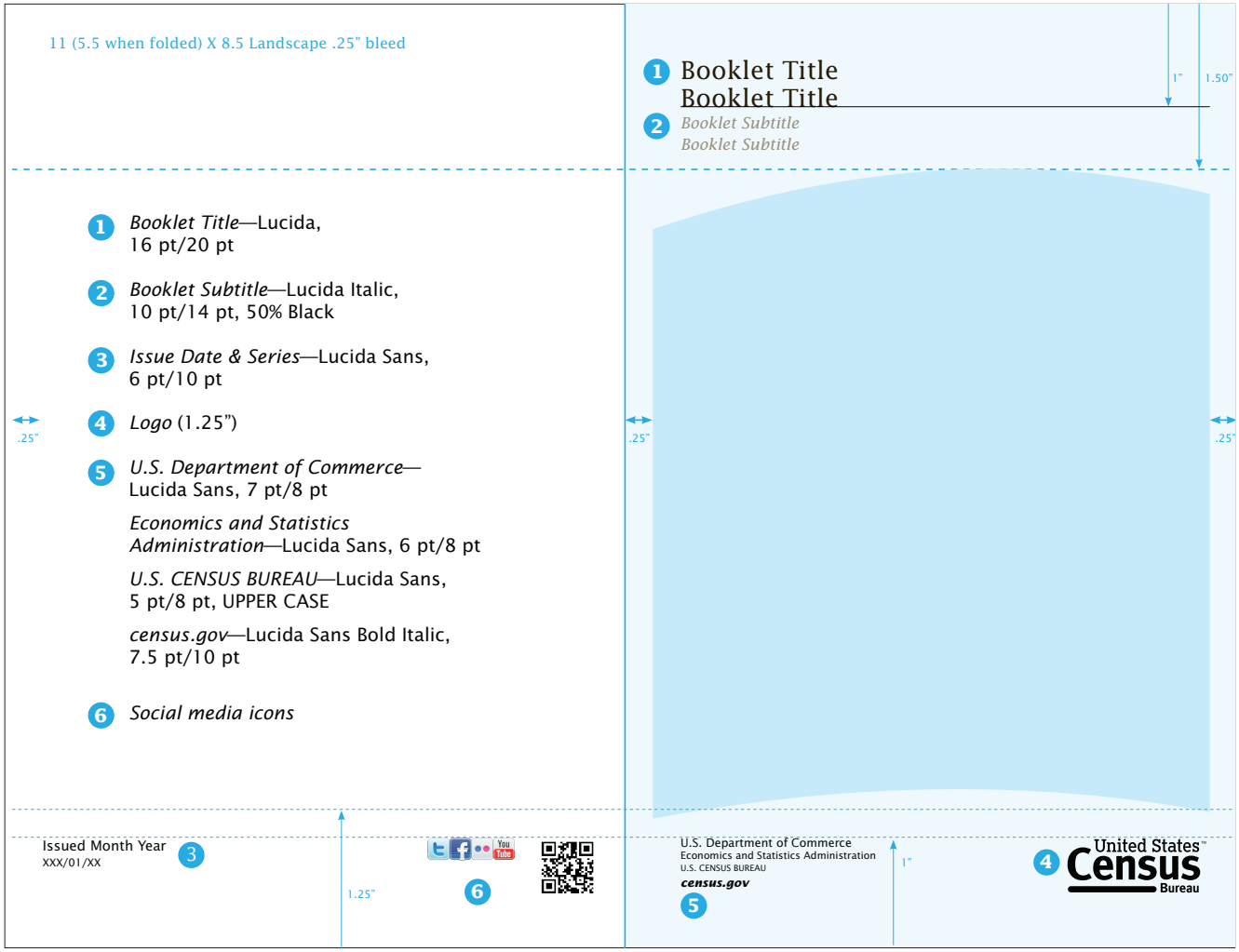
Section 11.2

Booklet B—11 (5½ when folded) X 8½



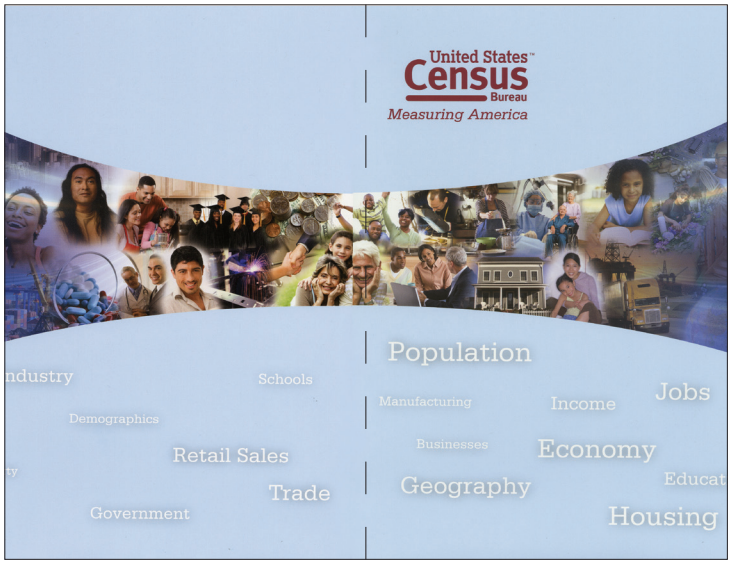
Section 11.3

Booklet C—11 (5½ when folded) X 8½



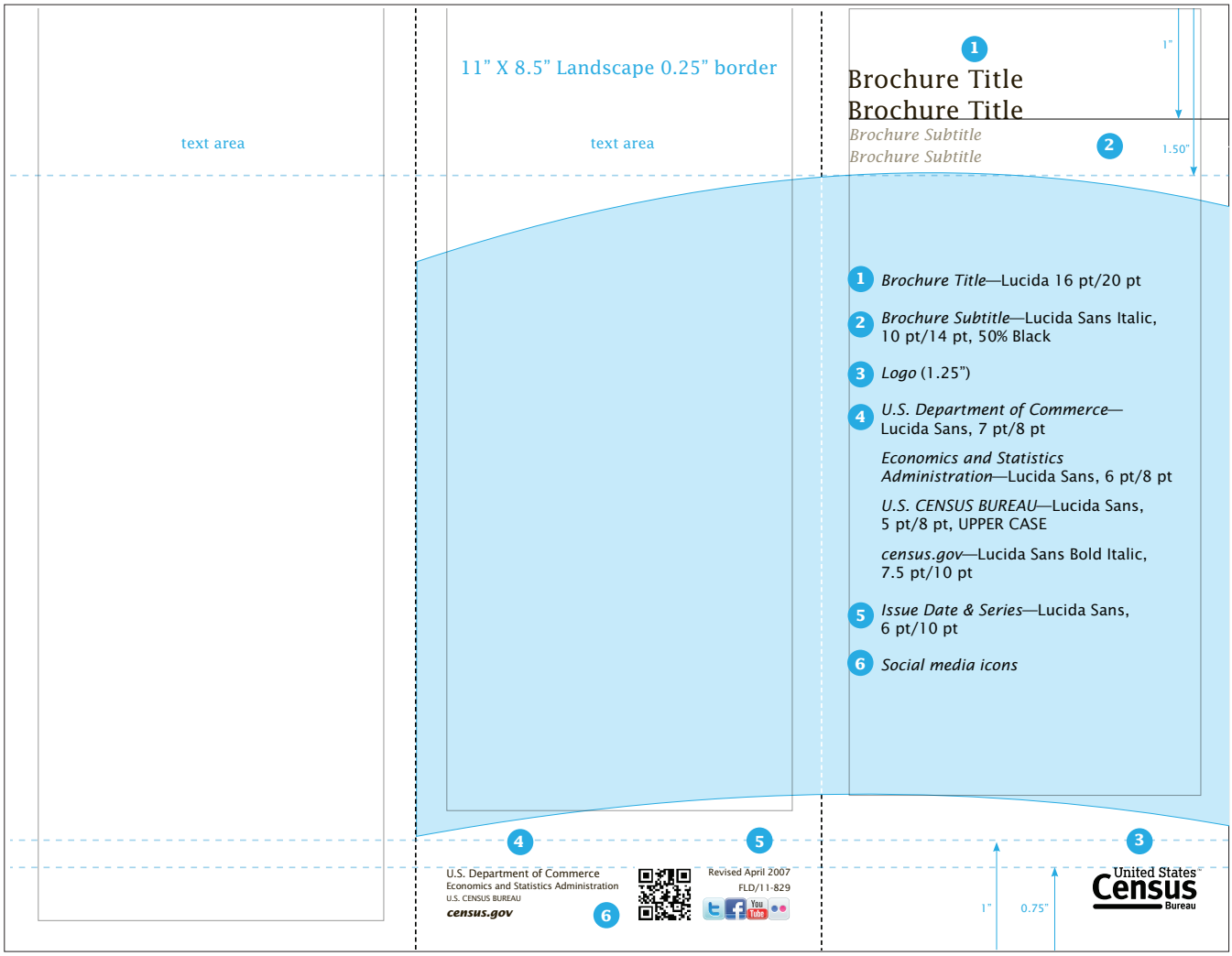
Section 11.4

Generic Booklet— 11 (5½ when folded) X 8½

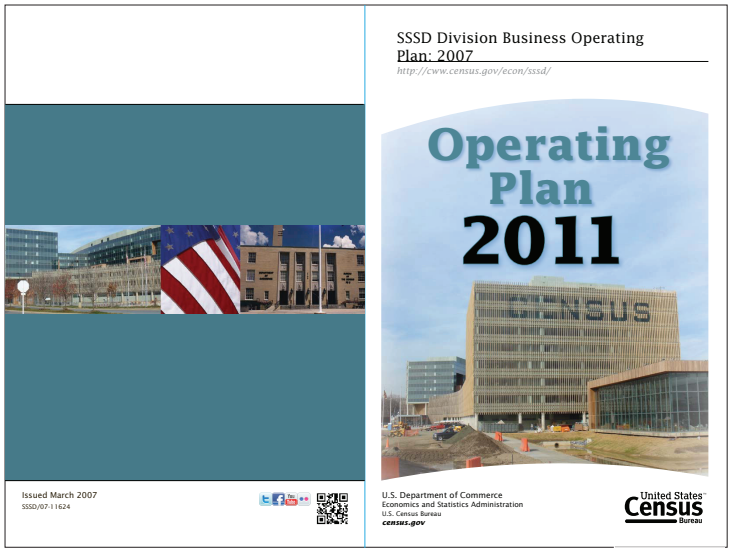


Section 11.5

Trifold Brochure— 11 (3¾ when folded) X 8½



Booklet Example



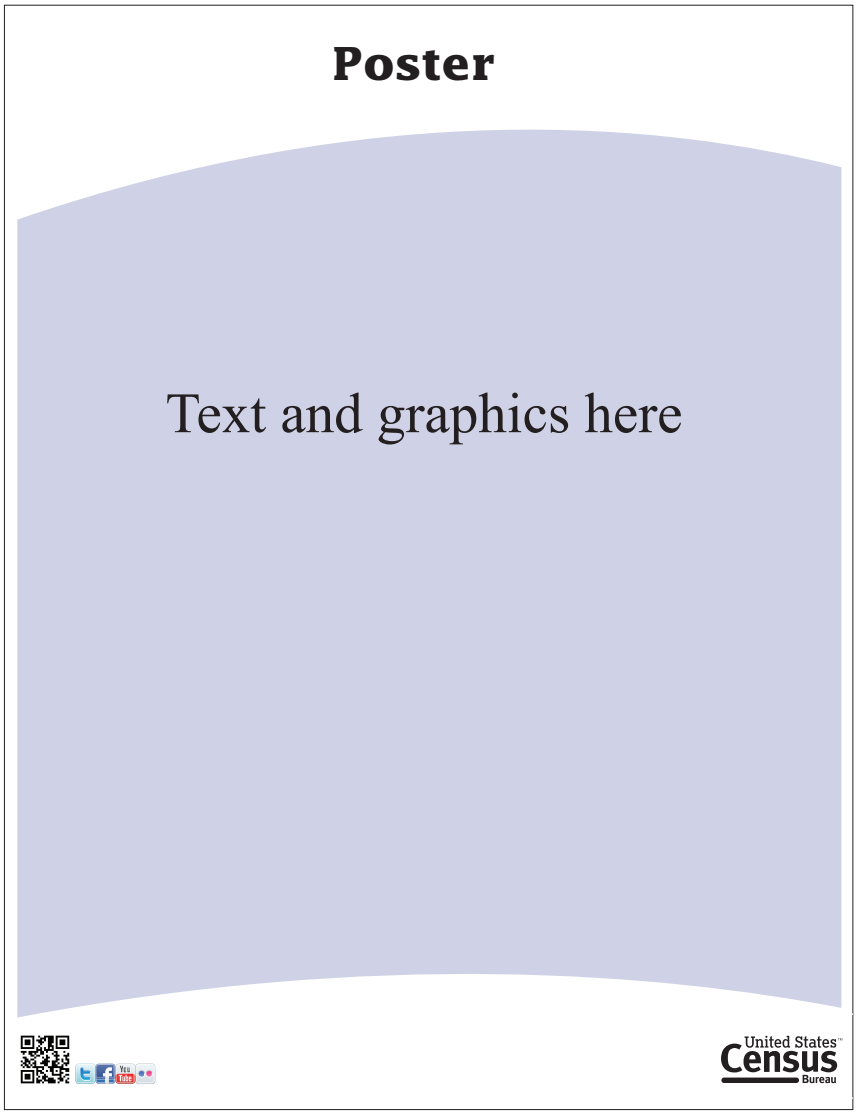
Trifold Brochure Example

Section 12.0

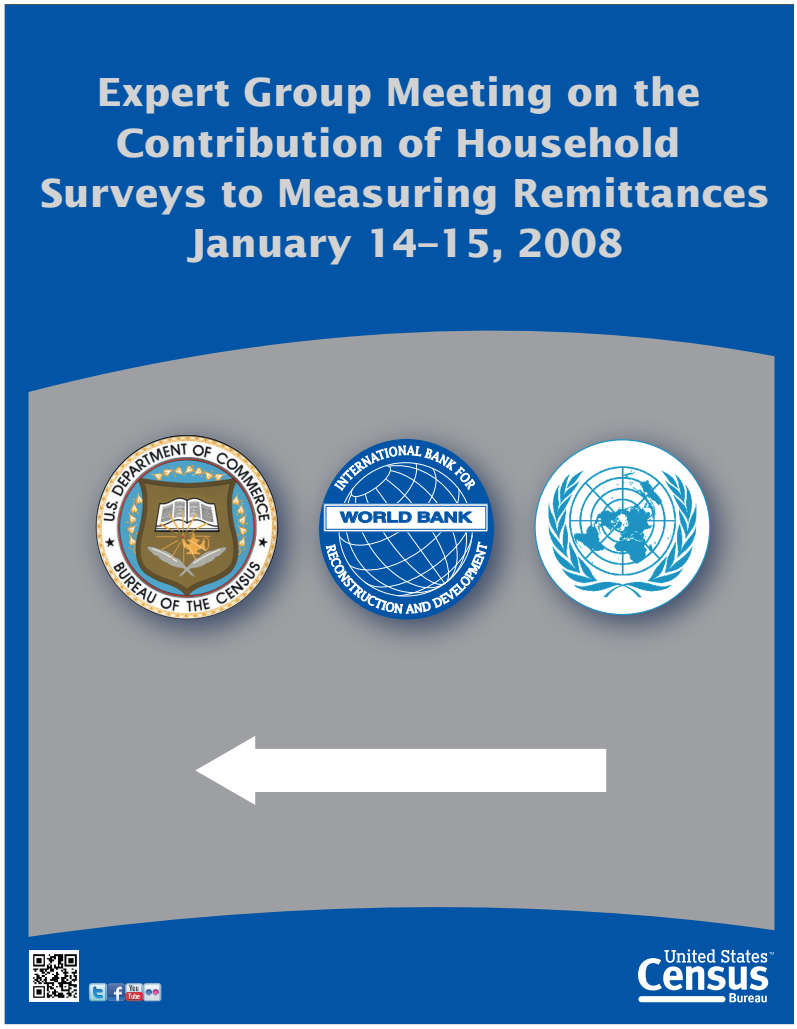
OTHER PRODUCTS

Section 12.1

Poster

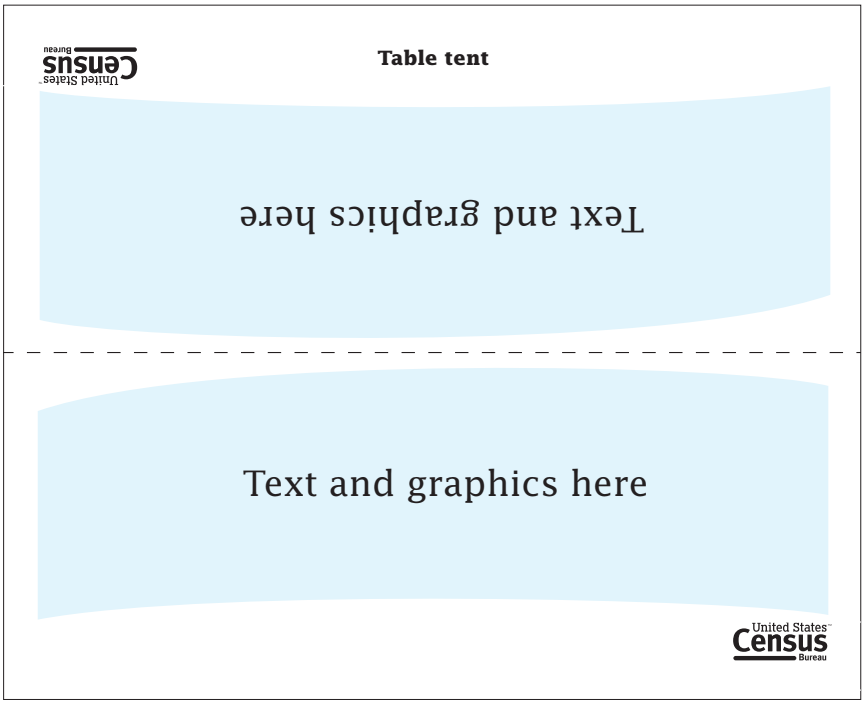


Poster Example

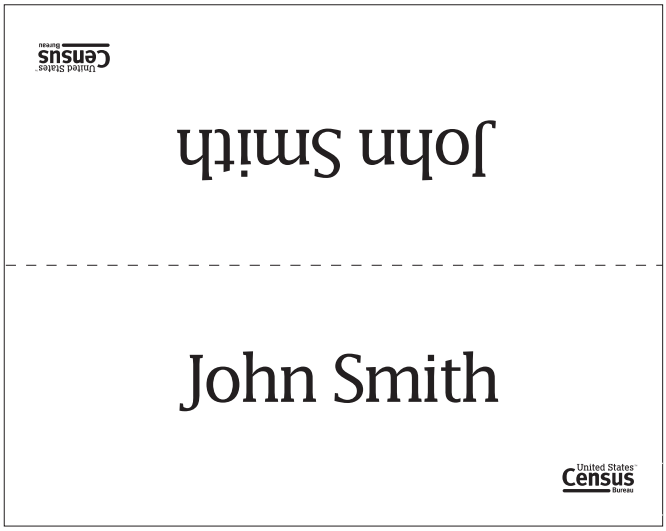


Section 12.2

Tent Card



Tent Card Example



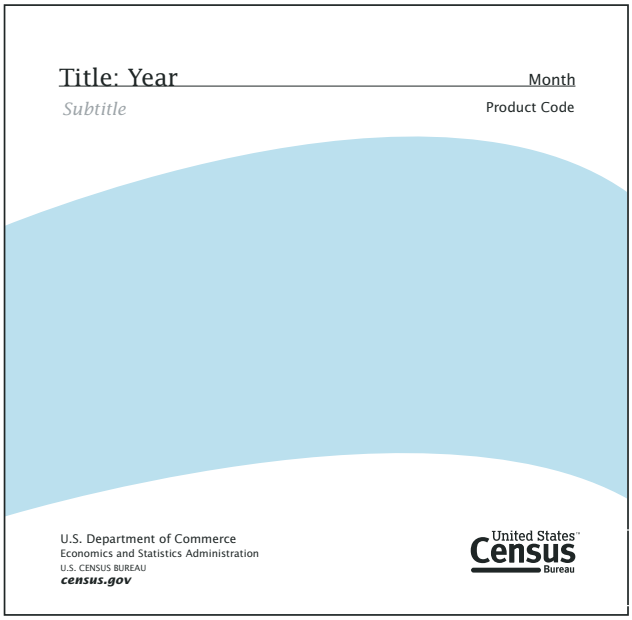
Section 12.3

CD/DVD

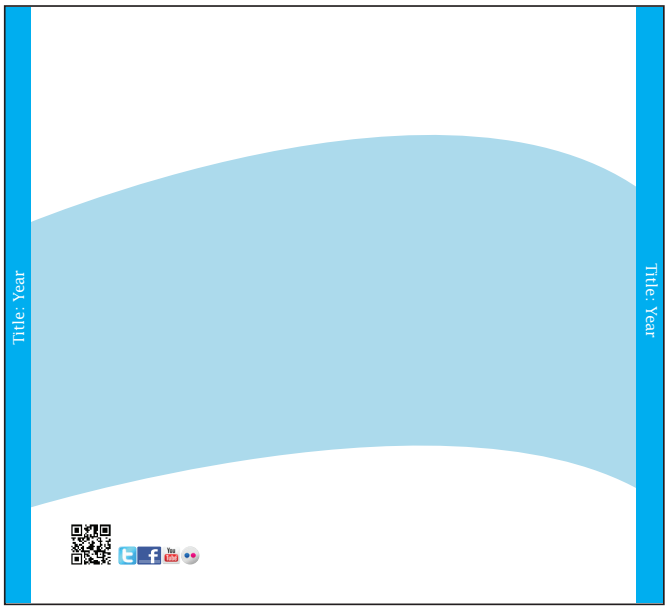
Section 12.4

Jewel Case

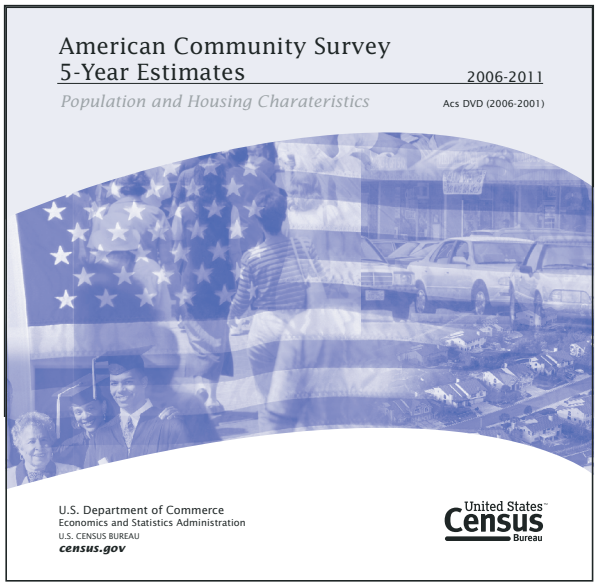
Front



Back and Spine

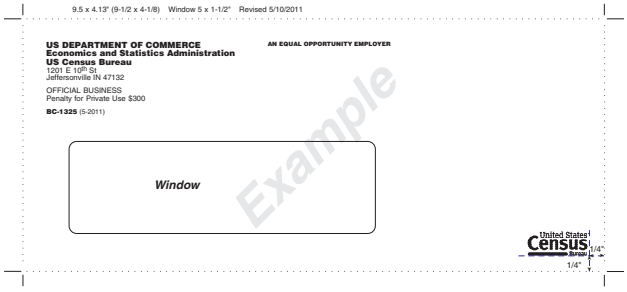


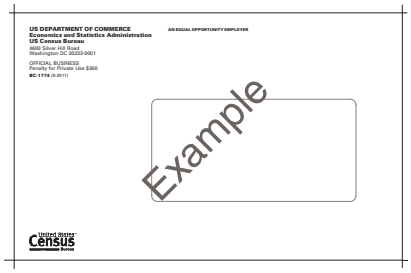
Jewel Case Example

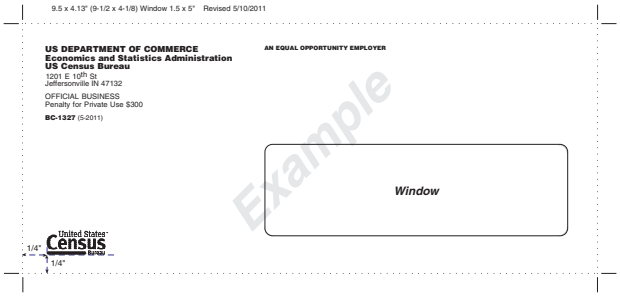


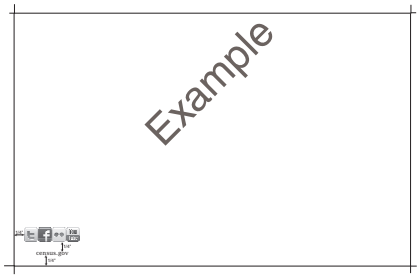
Section 12.5

Envelope





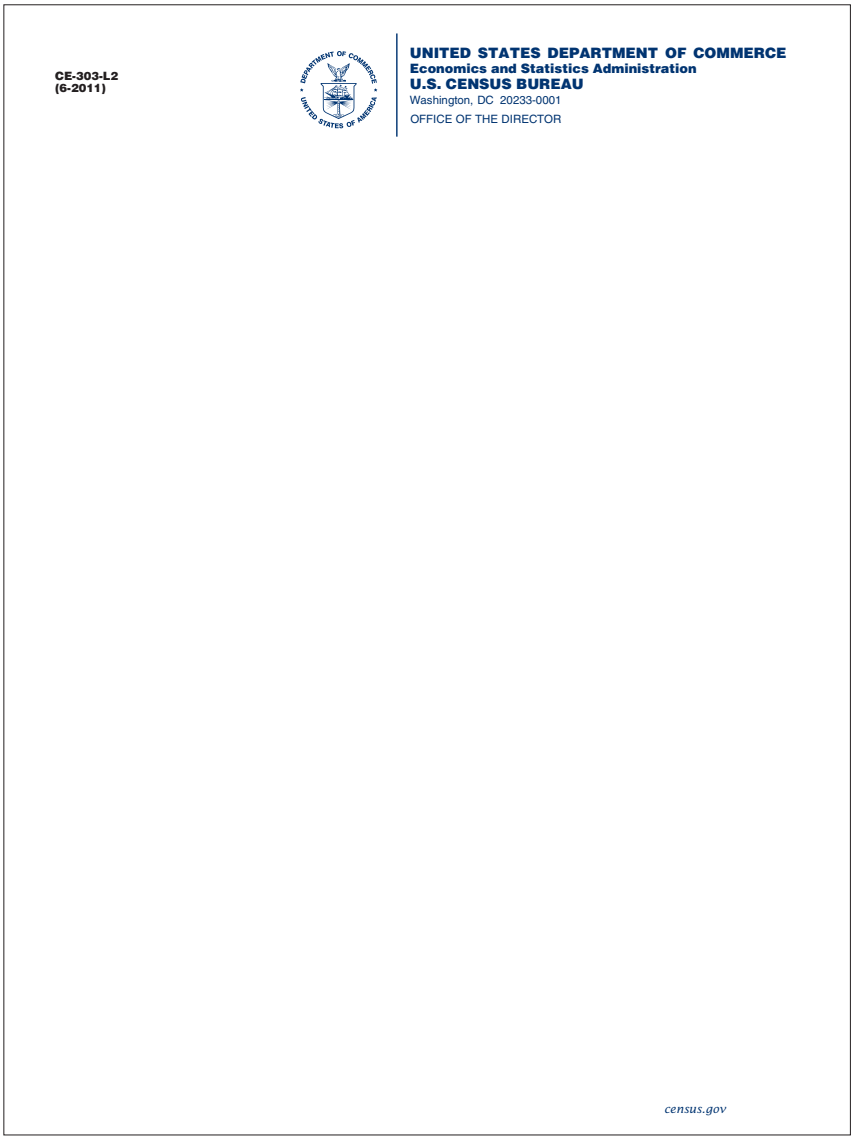




Section 12.6

Letterhead

Office of the Director Letterhead



General Letterhead

BC-XX-L1
(xx-xxxx)
OMB NO. 0607-XXXX:
Approval Expires XX/XX/XX

UNITED STATES DEPARTMENT OF COMMERCE
Economics and Statistics Administration
U.S. Census Bureau
Washington, DC 20233-0001

CERTIFIED MAIL

In reply refer to:
U.S. CENSUS BUREAU
1201 E 10TH ST
JEFFERSONVILLE IN 47132-0001

Dear

census.gov

Letterhead Example

CE-303-L2
(6-2011)

UNITED STATES DEPARTMENT OF COMMERCE
Economics and Statistics Administration
U.S. CENSUS BUREAU
Washington, DC 20233-0001
OFFICE OF THE DIRECTOR

FROM THE DIRECTOR
U.S. CENSUS BUREAU

About three months ago, you completed an interview for the Consumer Expenditure Survey. We are contacting you again to request your ongoing help with this very important survey. Soon a field representative with official identification will contact you again for an interview.

Your responses help update the Consumer Price Index (CPI). The CPI is the most important tool used to measure how fast prices are rising or declining and directly affects wages and pensions. Your response is a service to your community and the country.

To help shorten the interview, you may want to have some records of expenses available for reference. On the back of this letter are examples of records that may reduce the interview time and improve the quality of survey results.

Your participation in this survey is essential; however, you may choose to decline to answer any particular question. Federal law authorizes the collection of this information (Titles 13 and 29 of the United States Code), and Sections 9 and 214 of Title 13 require us to keep all information about you and your household strictly confidential, and to use that information for statistical purposes only.

Thank you for your cooperation in this important survey. We appreciate your help.

Sincerely,

Robert M. Groves

Robert M. Groves
Director

census.gov

Regional Office Letterhead

BC-XX-L1
(xx-xxxx)

UNITED STATES DEPARTMENT OF COMMERCE
Economics and Statistics Administration
U.S. CENSUS BUREAU
Regional Office
Philadelphia PA 19107-4405

census.gov

Section 12.7

Postcard

9.5 x 4.13" (9-1/2 x 4-1/8) Revised 5/5/11

US DEPARTMENT OF COMMERCE
Economics and Statistics Administration
US Census Bureau
4700 Silver Hill Rd
Washington DC 20233-0001

OFFICIAL BUSINESS
Penalty for Private Use $300

BC-335A (5-2011)

AN EQUAL OPPORTUNITY EMPLOYER

United States Census Bureau

Postcard—Con.

US DEPARTMENT OF COMMERCE
Economics and Statistics Administration
US Census Bureau

1201 E 10TH Street
Jeffersonville IN 47132-0001

OFFICIAL BUSINESS
Penalty for Private Use $300

7198-4L(CT) (1-2012)

PRESORTED
FIRST-CLASS MAIL
POSTAGE & FEES PAID
U.S. Census Bureau
Permit No. G-58

US DEPARTMENT OF COMMERCE
Economics and Statistics Administration
US Census Bureau

1201 E 10TH Street
Jeffersonville IN 47132-0001

OFFICIAL BUSINESS
Penalty for Private Use $300

7198-4L(CT) (1-2012)

PRESORTED
FIRST-CLASS MAIL
POSTAGE & FEES PAID
U.S. Census Bureau
Permit No. G-58

US DEPARTMENT OF COMMERCE
Economics and Statistics Administration
US Census Bureau

1201 E 10TH Street
Jeffersonville IN 47132-0001

OFFICIAL BUSINESS
Penalty for Private Use $300

7198-4L(CT) (1-2012)

PRESORTED
FIRST-CLASS MAIL
POSTAGE & FEES PAID
U.S. Census Bureau
Permit No. G-58

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Economics and Statistics Administration
US Census Bureau

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7198-4L(CT) (1-2012)

PRESORTED
FIRST-CLASS MAIL
POSTAGE & FEES PAID
U.S. Census Bureau
Permit No. G-58

Postcard example

To help you find your way...

We created user-specific handbooks with your data use destinations in mind. You will find illustrated examples, case studies, practice exercises, and other real-world applications to help you get the most out of ACS data.

Audiences for *ACS Compass Products*:

- General Data Users
- Business Community
- High School Teachers
- Media
- Congress
- Users of Data for American Indian and Alaska Native Populations
- Federal Agencies
- Researchers
- Users of Data for Rural Areas
- Public Use Microdata Sample (PUMS) Data Users
- State and Local Governments
- Users of Data From the Puerto Rico Community Survey (in both English and Spanish)

Visit <www.census.gov/acs/www/UseData/Compass/compass_series.html> to access new and updated materials.

Need more information? E-mail us at: <acso.users.support@census.gov>.

United States™ Census Bureau

Section 12.8

News Release

United States Census Bureau

NEWS

PROFILE AMERICA FACTS FOR FEATURES: CB11-FF.24
DEC. 2, 2011

Center Title Here

The body of the Facts for Features begins here.

-X-

Public Information Office
301-763-3030 / pio@census.gov

census.gov

News Release—Con.

United States Census Bureau

NEWS

MEDIA ADVISORY: CB11-CN.193

Center the Title Here

DEC. 9, 2011—The body of the Media Advisory begins here.

-X-

Editor's note: News releases, reports and data tables are available on the Census Bureau's homepage. Go to <http://www.census.gov> and click on "Releases."

Public Information Office
301-763-3030 / pio@census.gov

census.gov

News Release—Con.

United States™ Census Bureau

NEWS

RELEASE: CB11-XXX

Center the Title Here

DEC. 9, 2011—The body of the news release begins here.

-X-

Public Information Office
301-763-3030 / pio@census.gov

census.gov

News Release—Con.

United States Census Bureau

NEWS

TIP SHEET: TP11-24
DEC. 2, 2011

UPCOMING

The body of the Tip Sheet begins here.

-X-

Public Information Office
301-763-3030 / pio@census.gov

census.gov

Section 12.9

FAX Sheet

FAX

COVER SHEET

To: _____

FAX number: _____

From: _____

FAX number: _____

Date: _____

Number of pages: _____

Note:

_____

_____

_____

_____

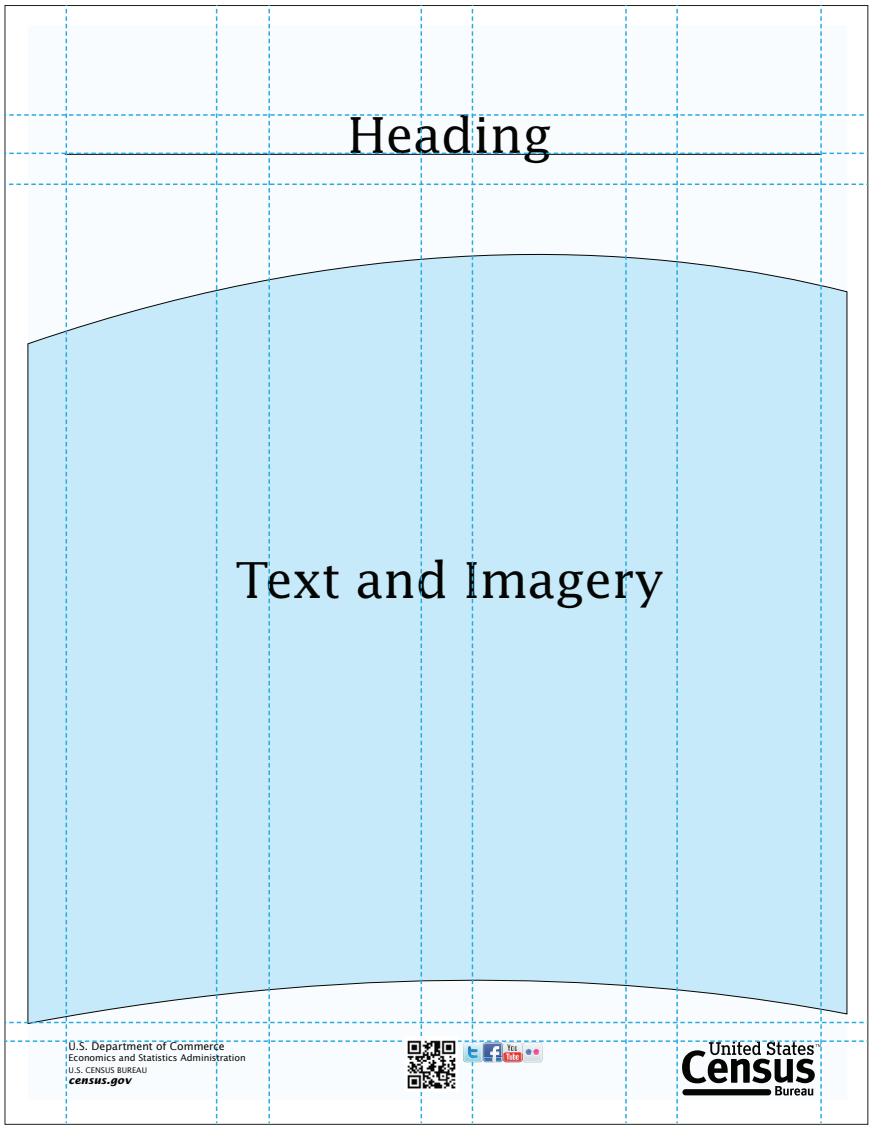
_____

U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU
census.gov

United States™ Census Bureau

Section 12.10

Factsheet



Factsheet Example 1

Quarterly Summary of State and Local

TAX REVENUE INCREASES FOR SIXTH STRAIGHT QUARTER

Released June 28, 2011
G11-QTAX1

2011 Quarter 1

First quarter 2011 (2011:1) tax revenues for state and local governments, as compared with first quarter 2010 (2010:1), were up 4.7 percent, marking the sixth consecutive quarter of positive year over year growth. Tax revenue for the quarter totaled $321.6 billion, compared with the $307.2 billion reported for the first quarter of 2010.

Of the largest tax categories general sales tax, individual income tax, and corporate income tax showed positive growth over the same quarter 2010. First quarter property tax declined for the third time since the first quarter of 2009.

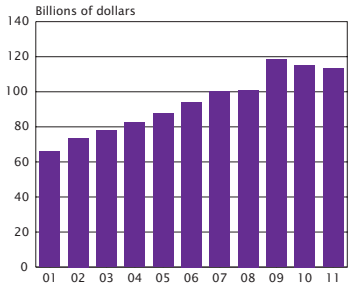
Taxes by Category

Property Tax
Total state and local property tax revenue was $113.3 billion in the first quarter of 2011, a decrease of 1.7 percent from $115.3 billion in 2010:1. Local governments collected $111.3 billion of total property tax revenue, a decrease of 1.7 percent from the same quarter in 2010.

Individual Income Tax
Individual income tax growth was positive for the fifth consecutive quarter compared to the same quarter of previous years. State and local individual income revenue in 2011:1 was $64.4 billion, up 11.9 percent from $57.5 billion in 2010:1.

General Sales Tax
General sales tax revenue rose 5.8 percent to $73.7 billion from $69.7 billion in 2010:1. General sales tax collection remains below the first quarter 2008 level of $75.5 billion, the previous high mark for first quarter sales tax revenue.

Historical Quarter One Property Taxes: 2001–2011



Source: U.S. Census Bureau, Quarterly Summary of State and Local Government Tax Revenue.

Corporate Income Tax
Corporate income tax revenue grew by 6.3 percent in 2011:1 from the same period in the prior year. Revenue for the first quarter was $10.8 billion, up from $10.1 billion in 2010:1.

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Economics and Statistics Administration
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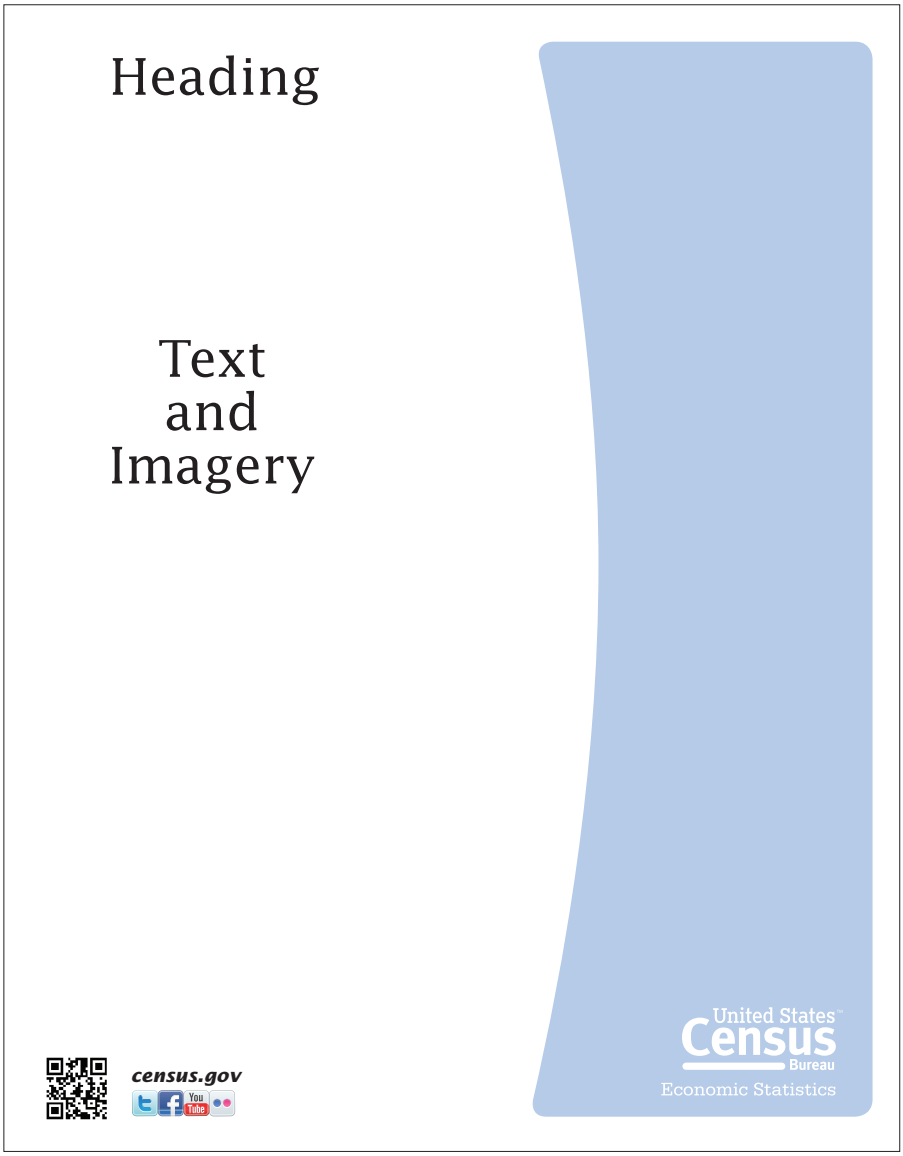
census.gov

United States Census Bureau

Fact Sheet 2


Heading
Text
and
Imagery
census.gov
United States
Census
Bureau
Economic Statistics

Fact Sheet 2 Example

Census Bureau Resources For Small Business

Get Smart About Your Business

The U.S. Census Bureau measures America's people, places and economy. We provide a wealth of statistics that are essential resources to help small businesses to succeed and grow.

Know Your Customers, Suppliers and Competitors

Statistics About Business Size
Find data on employers vs. nonemployers, employment size of firms and establishments, and firms by receipts size. <smallbiz.census.gov>

Statistics of U.S. Businesses
Find annual data for businesses by size, number of firms, employment and payroll down to the county level. <census.gov/econ/susb>

Survey of Business Owners
Identify the characteristics of business owners by industry, gender, race, ethnicity, and veteran status, down to the city and county level. Updated every 5 years. <census.gov/econ/sbo>

County Business Patterns
Find annual information about establishments with paid employees down to the county level. <census.gov/econ/cbp>

Nonemployer Statistics
Find annual information about businesses with no paid employees down to the county level. <census.gov/econ/nonemployer>

Economic Census
Use as a valuable complement to annual current survey data. Updated every 5 years; includes the number of establishments; employment and payroll; and the only source of local area business revenue. <census.gov/econ/census07>

Government Statistics
Learn about government activity within your community. Includes financial activities of state and local governments such as revenues, expenditures, debt and assets; federal spending; and employment for all levels of government. <census.gov/govs>

Go Global

Foreign Trade Statistics
Identify potential business markets and overseas trade opportunities. These data provide monthly measures of imports and exports of more than 15,000 commodities, by port, by country of origin or destination, and by state of origin or destination. <census.gov/foreign-trade>

United States Census Bureau
census.gov
Economic Statistics

Need Help?

Your Small Business Advocate
The Small Business Ombudsman office can help you understand and use Census Bureau data. <census.gov/osbo>

Regional Data Centers
Call or visit the Regional Data Center in your local Census Bureau Regional Office for local data assistance, workshops, and presentations. <census.gov/regions>

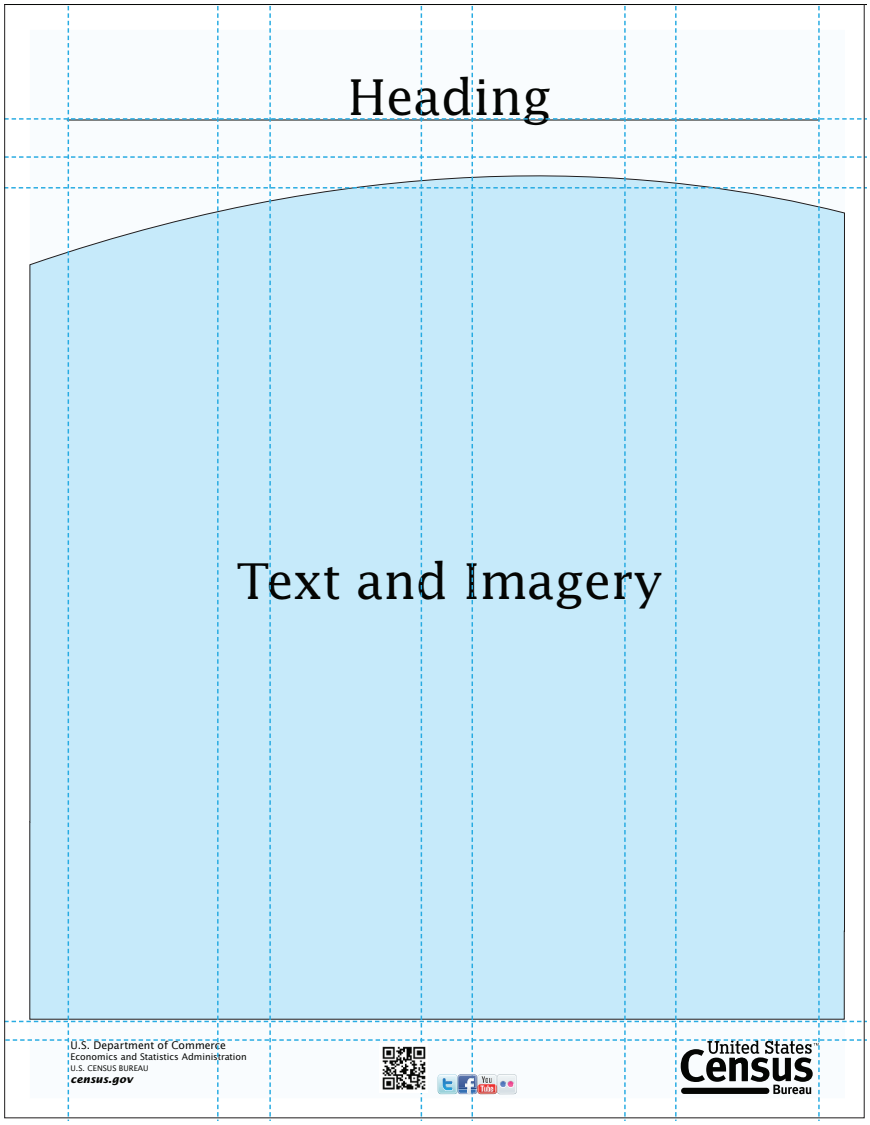
Business Help Site
Get help with your business forms and access electronic reporting options. <census.gov/econhelp>

CommerceConnect
A one-stop shop to connect your business with government information, counseling and services. <commerceconnect.gov>

Connect With the Census Bureau
Work with a small business acquisition specialist to find contracting opportunities for your business. <census.gov/procur/www/sb>

Section 12.11

Newsletter



Newsletter Example

AES Newsletter

Issue 39 April 2010

In This Issue

The New Chief of the Foreign Trade Division (FTD). 1

The Foreign Trade Division (FTD) Global Reach Blog Available for the Trade Community 2

New AES*PcLink* Versions Are Available! 4

The Suggestions of Automated Export System (AES) Filers Are Truly Valued 5

Export Management and Compliance 5

Exports of Firearms and Related Items 6

Is an Automated Export System (AES) Filing Required for Shipments to an Army Post Office (APO) or a Fleet Post Office (FPO)? 8

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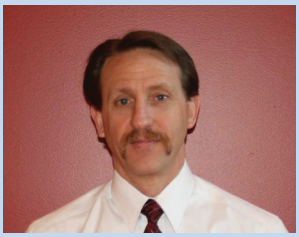
The New Chief of the Foreign Trade Division (FTD)

The FTD is pleased to announce the selection of Nick Orsini as our new Division Chief effective March 28, 2010.



Mr. Orsini began his career at the U.S. Census Bureau in the FTD in 1988. He most recently served as Assistant Division Chief for Trade Analysis and Dissemination where he was responsible for directing the production of the U.S. International Trade in Goods and Services report, one of the principal economic indicators for the United States. He was also responsible for overseeing the processing results of millions of import and export transactions each month, developing several innovative data products, and collaborating with other public and private organizations on mutually beneficial projects.

Mr. Orsini holds a bachelor's degree in economics from the University of New Mexico and a master's certificate in project management from The George Washington University. He is also a 2008 graduate from the Excellence in Government leadership program.

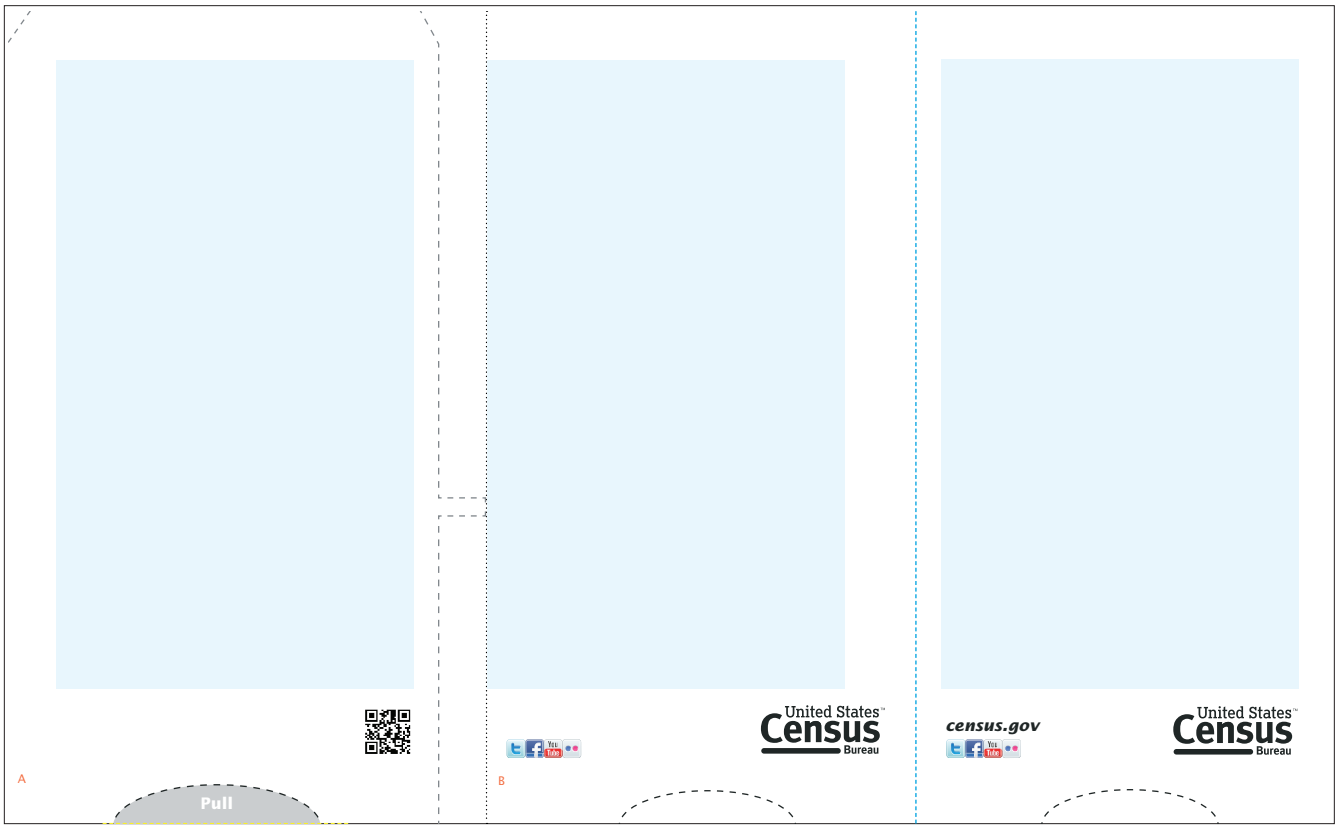
Mr. Orsini can be reached by phone at 301-763-6959, by e-mail at *nick.orsini@census.gov*, and by fax at 301-763-6638.

AES Newsletter April 2010

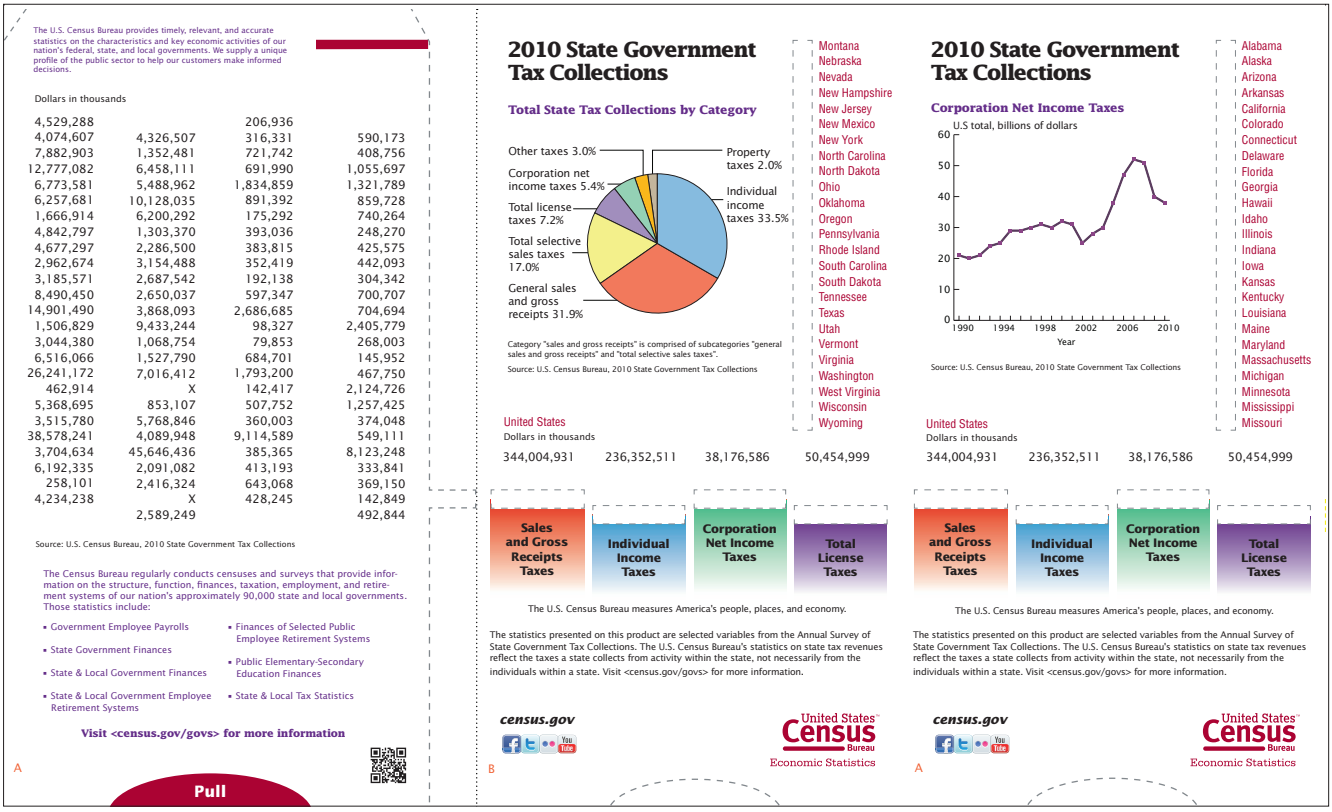
United States Census Bureau

Section 12.12

Slide Rule

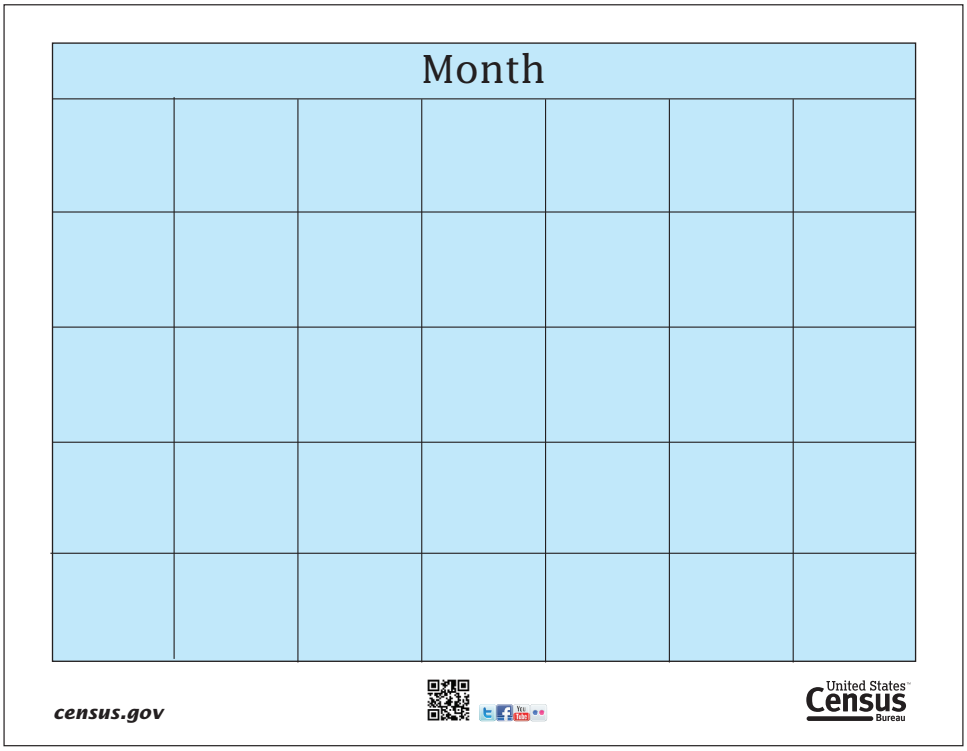


Slide Rule Example



Section 12.13

Calendar



Calendar Example

Section 12.14

Data Wheel

Data Wheel Example

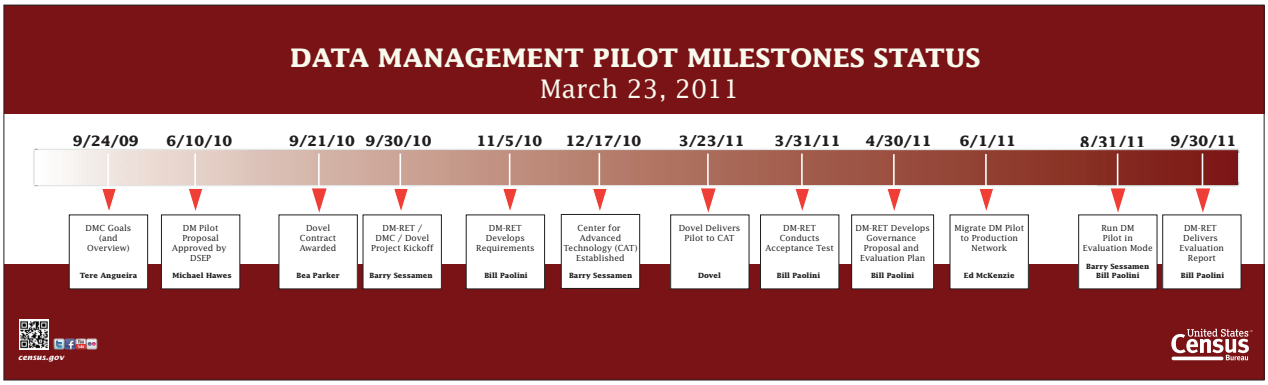
Section 12.16

Timeline

census.gov

United States Census Bureau

Timeline Example



Enclosure

U.S. Census Bureau
Corporate Identity and Branding Standards

Style Guide

December 2018

United States® Census Bureau

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INTRODUCTION

About Our Brand

The U.S. Census Bureau is the nation's leading source of data and the public should trust that data.

When the public receives mail with the Census Bureau logo on it, they should be inclined to open it and respond.

And when responding to one of our surveys, they should trust us to keep their data safe.

All of these are positive feelings and reactions we want people to experience when they hear or see the Census Bureau name.

We want people to know that the Census Bureau produces accurate data about our nation's people, places, and economy. Equally as important, we want them to trust us to keep their data safe and confidential.

This is our brand, and all of us must constantly work to support and protect it.

The American people have a generally positive attitude toward the decennial census. It's specifically mandated in the Constitution. It's foundational to our democratic system of government. It demands every household's attention every 10 years.

It's so well recognized, in fact, that often the smaller surveys we conduct are met with suspicion or confusion.

Our branding and corporate identity guidelines are part of building trust with survey respondents in between the decennial censuses.

When our materials consistently display our logo and other official look and feel elements, people can recognize and verify them as legitimate.

Our surveys, as well as the economic census, benefit from the goodwill of the decennial census when they are visually linked to the Census Bureau brand.

So when people are invited to participate in one of our surveys, the connection to the Census Bureau—and all it stands for—is unmistakable.

"Measuring America—People, Places, and Economy"

Our tagline, "Measuring America—People, Places, and Economy," reinforces our purpose and mission. We will use this tagline to drive home the scope of the work we do.

Objectives

- Consistently apply the corporate identity standards and branding to illustrate that the Census Bureau is the leader of official U.S. statistical methodology and reliable data collections.
- Effectively promote activities conducted by the Census Bureau.
- Provide guidelines for contractors, vendors, and partners who produce materials for and with us.
- Maintain the most effective visual presence of the Census Bureau's core identity to serve as the organization's long-term corporate brand.

Corporate Identity Standards and Branding

The standards outlined in this guide should be applied to all communications materials, including but not limited to the following:

- Conference materials
- Data visualizations
- E-mail
- Promotional materials
- Publications
- Social media channels
- Videos

A Message From the Members of the Corporate Identity and Branding Standards Team

This updated style guide aims to better align the look and feel of all of our communications materials, from digital to print. Use this guide when making design decisions on everything from Web sites, publications, signage, and slide decks to e-mail signatures, newsletters, and videos. We will provide updates to this guide as the need for additional detail becomes apparent.

The goal of our corporate identity program is to present the Census Bureau in a unified, positive way. We want everyone that interacts with us and our data to have a clear sense of the quality of our data and to trust its confidentiality. In order to accomplish this goal, every one of us must protect our brand by diligently following these guidelines.

Christine E. Taylor (Cochair)	Assistant Division Chief, Public Information Office
Lisa Wolfisch (Cochair)	Acting Chief, Center for New Media and Promotions
Michele Bartram	Customer Experience Officer
Michael C. Cook	Chief, Public Information Office
Michele C. Hedrick	Special Assistant
Jeffrey Meisel	Chief Marketing Officer
Victor E. Romero	Content Integrator
Janet S. Sweeney	Creative Services Manager

CENSUS BUREAU'S BRAND NAME

Except for the Bureau of the Census seal (used only on official and legal documents), we will refer to our agency as the U.S. Census Bureau or the Census Bureau. For external communications, in the first reference to the agency only, use **U.S. Census Bureau**; on all subsequent references within the communication, use **Census Bureau**. For internal communications, always use **Census Bureau**.

Never use **the Bureau**, **Census,** or **BOC** alone when referring to the agency or its programs and work.

CENSUS BUREAU LOGO

The Census Bureau logo (known as the standard logo) is the most important element of our corporate identity and branding. We use it on digital and print materials to help our customers clearly recognize us.

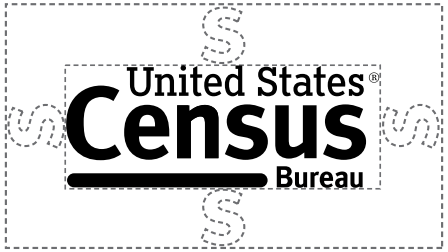
Use the DOC endorsement (known as the lockup) on all public-facing materials associated with our data.

U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU
census.gov

Do not use the lockup on promotional materials or materials intended for an internal audience only.

Logo Placement

The standard logo should be sufficiently isolated from any other element that might detract from the logo's importance. The logo must have one "s" height (from the word "Census") of unused space around it.



Logo Color

PANTONE® 647

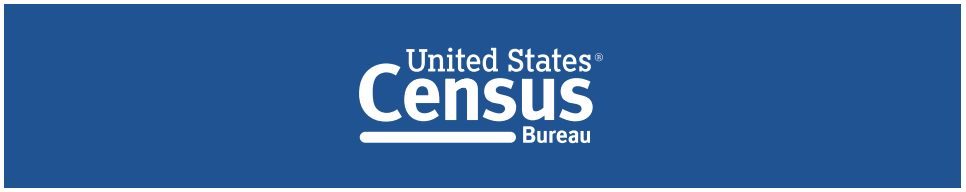
Color builds for
PANTONE® 647

C=95	**205493**
M=75	R=32
Y=14	G=84
K=2	B=147

Note: The PANTONE® color shown is for example only. See the current PANTONE® Color Standards book for color swatches and formulas. PANTONE® is a registered trademark of Pantone, Inc.

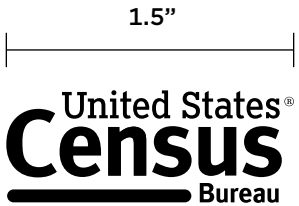
Color Options

The preferred use of the logo is blue on a white or light background. The logo may be black or reversed on a dark background of any color. When reversed, the logo and lockup must have enough contrast to be clearly legible.

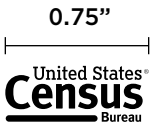


Reproduction Size

The logo size for a standard 8.5” x 11” page should be 1.5” wide.



You can reduce the size of the logo, but it cannot be so small that its readability or reproduction quality is jeopardized. In general, the logo should be no smaller than 0.75” wide.



LIMITED-USE LOGOS

American Indian or Alaska Native (AIAN) Logo

The AIAN logo consists of the words “United States Census Bureau” with two feathers encircling the words, displayed in the specific fonts that were created for this logo. This logo is for use on products and materials created for the AIAN population only. The AIAN logo should never be used together with the standard logo on any material.

When the AIAN logo is used, it should be sufficiently isolated from any other element that might detract from the logo’s importance. The logo must have one “s” height (from the word “Census”) of unused space around it.

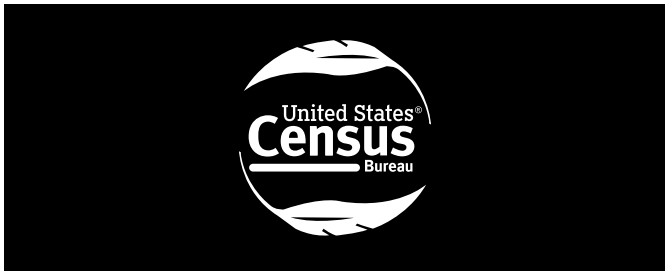
AIAN Logo Color Options

The preferred use of the AIAN logo is blue words with black feathers. The logo may be black or reversed on a dark background of any color. When reversed, the logo must have enough contrast to be clearly legible.

Black and Pantone® 647[1]

Black

Reversed on a solid background



[1] See Pantone® 647 color builds on page 6.

Puerto Rico Logo

The Census Bureau's in-language Puerto Rico logo consists of the words "Oficina del Censo, Estados Unidos, Puerto Rico." No other fonts can be used to build this logo. This logo is for use on products and materials created for the Puerto Rican population only. The Puerto Rico logo should never be used together with the standard logo on any material.

When the Puerto Rico logo is used, it should be sufficiently isolated from any other element that might detract from the logo's importance. The logo must have one "s" height (from the word "Censo") of unused space around it.

Puerto Rico Logo Color

PANTONE® 2613

Color builds for
PANTONE® 2613

C=74	**671E75**
M=99	R=103
Y=5	G=30
K=11	B=137

Color Options

The preferred use of the logo is purple on a white or light background. The logo may be black or reversed on a dark background of any color. When reversed, the logo must have enough contrast to be clearly legible.

Pantone® 2613

Oficina del® Censo Estados Unidos
Puerto Rico

Black

Oficina del® Censo Estados Unidos
Puerto Rico

Reversed on a solid background

Oficina del® Censo Estados Unidos
Puerto Rico

THE DECENNIAL CENSUS LOGO

The decennial census logo is our best-known and most-used asset. It is the cornerstone of our census promotional program. Since the 2000 Census, the decennial logo has been presented in a consistent fashion, and its use is governed by strict rules. If it is used haphazardly, the logo's ability to communicate consistent quality and trust will be diminished. Your assistance and cooperation in the protection of the decennial logo is valued and appreciated.

The decennial logo timeline

1980	1990	2000	2010	2020

The 2020 Census Logo

The 2020 Census logo is a descendant of the 2000 Census logo. By design, it is built upon and reinforces the branding gains of the two preceding decennial censuses.

When the 2020 Census logo is used, it should be sufficiently isolated from illustrations or other words or images that might detract from the logo's importance. As with the standard logo, the 2020 Census logo must have one "s" height (from the word "Census") of unused space around it.

2020 Census logo Color

PANTONE® 194

Color builds for
PANTONE® 194

C=8	**9B2743**
M=100	R=155
Y=55	G=39
K=37	B=67

Color Options

The preferred use of the 2020 Census logo is red on a white or light background. The logo may be black or reversed on a dark background of any color. When reversed, the logo must have enough contrast to be clearly legible.

Pantone® 194

Black

Reversed on a solid background

Usage Requirements

The 2020 Census logo is not a stand-alone logo, it must always be used with the standard logo on promotional materials and with the lockup on all public-facing materials associated with decennial data. For print and Web products, the standard logo or lockup is always placed on the lower left, the 2020 Census logo is always placed on the lower right. No other information, such as form numbers or issue dates, should be placed below the logos.

Sample placement

LIMITED-USE DECENNIAL LOGOS

American Indian or Alaska Native (AIAN) Decennial Logo

The AIAN decennial logo consists of the words “United States Census 2020” with two feathers encircling the words, displayed in the specific fonts that were created for this logo. This logo is for use on products and materials created for the AIAN population only. The AIAN decennial logo should be used alone on decennial promotional materials. Standard placement is in the lower left corner of the page.

When the AIAN logo is used, it should be sufficiently isolated from any other element that might detract from the logo’s importance. The logo must have one “s” height (from the word “Census”) of unused space around it.

AIAN Decennial Logo Color Options

The preferred use of the AIAN decennial logo is red words with black feathers. The logo may be black or reversed on a dark background of any color. When reversed, the logo must have enough contrast to be clearly legible.

Black and Pantone® 194[1]

Black

Reversed on a solid background

[1] See Pantone® 194 color builds on page 15.

Puerto Rico Decennial Logo

The Census Bureau's in-language Puerto Rico decennial logo consists of the words "Censo 2020, Puerto Rico." No other fonts can be used to build this logo. This logo is for use on products and materials created for the Puerto Rican population only. The Puerto Rico decennial logo should be used alone on decennial promotional materials. Standard placement is in the lower left corner of the page.

When the Puerto Rico decennial logo is used, it should be sufficiently isolated from any other element that might detract from the logo's importance. The logo must have one "s" height (from the word "Censo") of unused space around it.

Puerto Rico Logo Color

PANTONE® 2613

Color builds for
PANTONE® 2613

C=74	**671E75**
M=99	R=103
Y=5	G=30
K=11	B=137

Color Options

The preferred use of the logo is purple on a white or light background. The logo may be black or reversed on a dark background of any color. When reversed, the logo must have enough contrast to be clearly legible.

Pantone® 2613

Censo® 2020 Puerto Rico

Black

Censo® 2020 Puerto Rico

Reversed on a solid background

Censo® 2020 Puerto Rico

U.S. DEPARTMENT OF COMMERCE AND U.S. CENSUS BUREAU SEALS

U.S. Department of Commerce

U.S. Census Bureau

The Department of Commerce (DOC) and the Census Bureau seals are used on legal documents that are signed by and carry the names and titles of the Secretary of Commerce and the Director of the Census Bureau.

The seals are also used on all awards, legal certificates, and attestations such as the following:

DOC Seal	Census Bureau Seal
• Publications for public distribution, on the title page.	• Publications for public distribution, on the roster page.
• Survey letters.	• Copies of documents requiring authentication that the material is a true copy of the original.
	• Official statements of the population of municipalities and other places, when requested.
	• Special tabulations and compilations, when requested.

The seals are not used on presentations or internal communications.

More detailed information on seals and their usage is available through the Policy Coordination Office/Policy Portal page on Census Central.

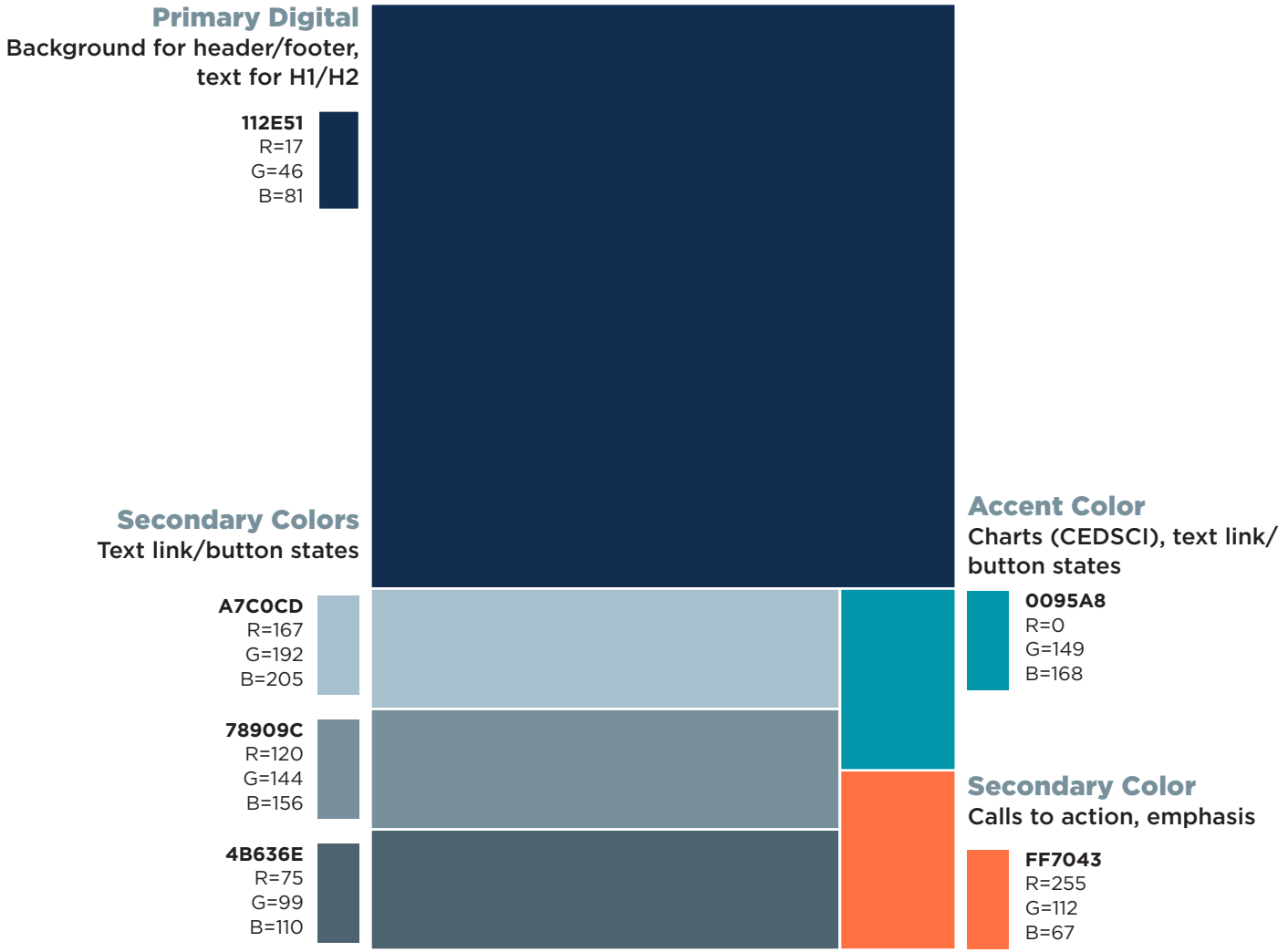
COLOR

A unified color palette is an essential component of corporate identity and branding. Color consistency helps our customers recognize and connect with us.

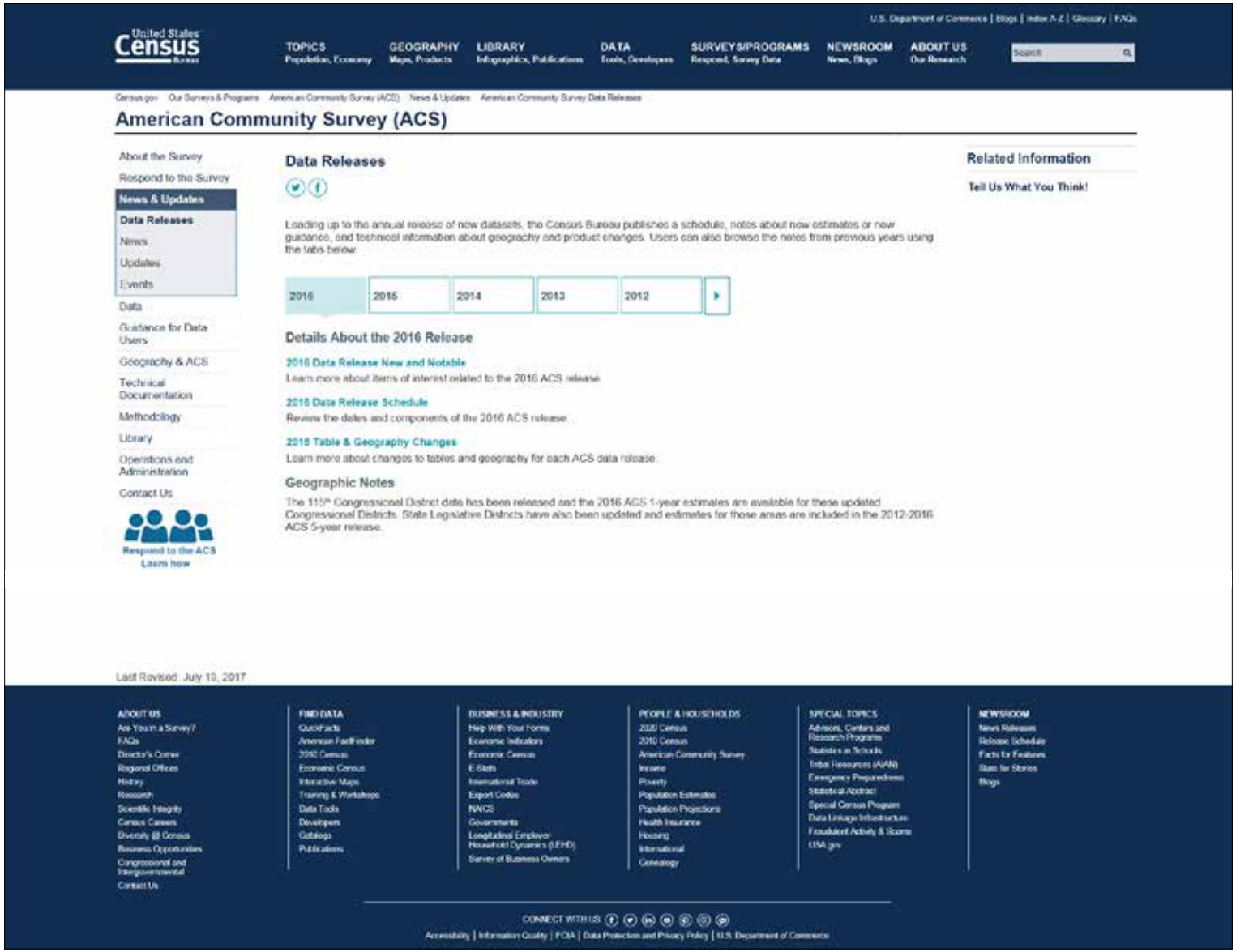
The following pages define the color palette for the digital experience (census.gov) and for print and Web products. The majority of the colors are the same. The two exceptions are the primary blue color is darker in the digital experience and the print and Web products palette has additional accent colors to accommodate special campaigns. A sample census.gov page (see page 20) displays the use of the two color palettes.

Digital Experience	Print and Web Products
Primary color • The header/footer background • Text for H1/H2	**Primary color** • Large blocks of color • Titles and subheads
Secondary colors • Text link/button states • Calls to action, emphasis	**Secondary colors** • Backgrounds • Subtitles
Accent color • Charts • Text link/button states	**Accent colors** • Where appropriate for emphasis and visual interest

Census Bureau Corporate Colors
Digital Experience



*Sample **census.gov** Page: Header-Footer Design*



Census Bureau Corporate Colors
Print and Web Products

Primary Color
Large blocks of color, titles, and subheads

C=95 M=75 Y=14 K=2 — **205493** R=32 G=84 B=147

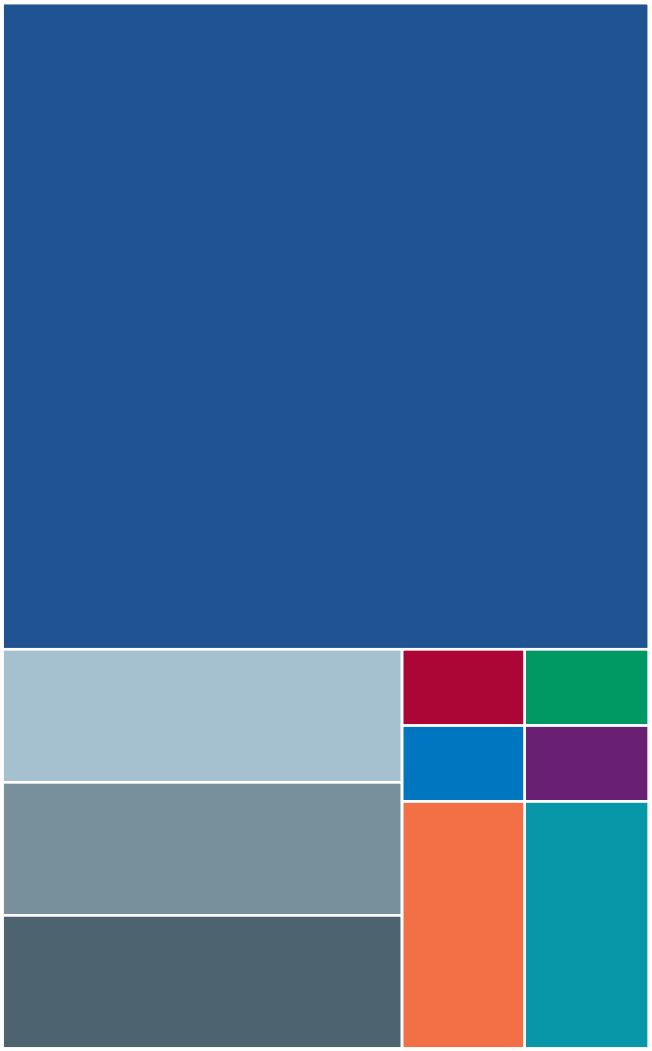
Pantone® 647

Secondary Colors
Backgrounds and subtitles

C=35 M=15 Y=13 K=0 — **A7C0CD** R=167 G=192 B=205

C=57 M=35 Y=32 K=2 — **78909C** R=120 G=144 B=156

C=73 M=52 Y=44 K=19 — **4B636E** R=75 G=99 B=110



Accent Colors
Where appropriate for emphasis and visual interest

Pantone® 194
C=8 M=100 Y=55 K=37 — **9B2743** R=155 G=39 B=67

C=100 M=52 Y=0 K=0 — **0057B8** R=0 G=87 B=184

C=0 M=70 Y=78 K=0 — **FF7043** R=255 G=112 B=67

C=100 M=0 Y=80 K=10 — **009964** R=0 G=153 B=100

Pantone® 2613
C=74 M=99 Y=5 K=11 — **671E75** R=103 G=30 B=137

C=81 M=24 Y=31 K=0 — **0095A8** R=0 G=149 B=168

FONTS

This section describes the fonts for all Census Bureau communications and products. A consistent use of fonts helps our customers recognize and connect with us.

Fonts for the Digital Experience (census.gov)

Roboto has been selected for titles, subtitles, and numbers for census.gov Web pages. **Lora** has been selected for body text. The typography adheres to specific requirements to ensure legibility and optimal display on different browsers.

Roboto	Lora
Titles, subtitles, and numbers	**Body text**
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890
The quick brown fox jumped over the lazy dog.	*The quick brown fox jumped over the lazy dog.*

Fonts for Print and Web Products

The **Gotham** font family as a sans serif type style and the **Chronicle** font family as a serif type style are the preferred fonts. These fonts will be used for all text. The art director or graphic artist will determine the appropriate typography styles for each project.

If the **Gotham** or **Chronicle** font families are not installed on your computer or compatible with your software program or platform, you may use the **Calibri** (sans serif) or **Cambria** (serif) font families. **Use these fonts on all of your internal and external communications materials, including slide decks and e-mail.**

The following pages provide samples of the fonts.

Primary Font Family

Gotham

Preferred Width

Gotham Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Body Text, Tables, and Graphs	Titles and Subtitles
• Gotham Light (*Italic*)	• **Gotham Bold (*Italic*)**
• Gotham Book (*Italic*)	• **Gotham Black (*Italic*)**
• **Gotham Medium (*Italic*)**	• **Gotham Ultra (*Italic*)**

Gotham Narrow

Alternate Width

Gotham Narrow Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Body Text, Tables, and Graphs	Titles and Subtitles
• Gotham Narrow Light (*Italic*)	• **Gotham Narrow Bold (*Italic*)**
• Gotham Narrow Book (*Italic*)	• **Gotham Narrow Black (*Italic*)**
• **Gotham Narrow Medium (*Italic*)**	• **Gotham Narrow Ultra (*Italic*)**

Supporting Font Family
(Certificates, programs, special emphasis materials)

Chronicle

Chronicle Text Roman
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Titles, Subtitles, and Body Text

- Chronicle Text Roman (*Italic*)
- **Chronicle Text Semibold (*Italic*)**
- **Chronicle Text Bold (*Italic*)**

Chronicle Display

Headlines Only (16 points or more)

- Chronicle Display Light (*Italic*)
- Chronicle Display Roman (*Italic*)
- Chronicle Display Semibold (*Italic*)
- **Chronicle Display Bold (*Italic*)**
- **Chronicle Display Black (*Italic*)**

Acceptable Alternate Font Families

Calibri

Calibri Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Body Text, Tables, and Graphs	Titles and Subtitles
• Calibri Light (*Italic*) • Calibri Regular (*Italic*)	• **Calibri Bold (*Italic*)**

Cambria

Cambria Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

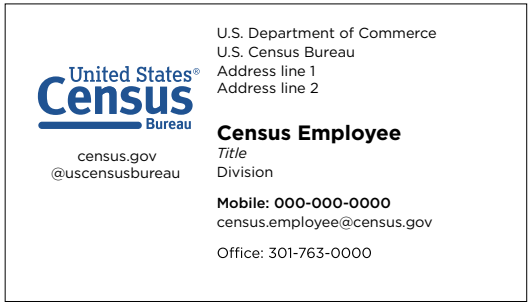
Body Text, Tables, and Graphs	Titles and Subtitles
• Cambria Regular (*Italic*)	• **Cambria Bold (*Italic*)**

CONTACT INFORMATION

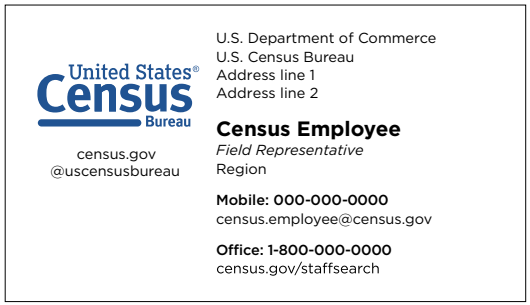
Business Card Guidelines

Census Bureau business cards include the Census Bureau logo and Web address. There are three options available, Standard, Field Regional Staff, and Field Representative. Visit the ACSD/Publication Services/Business Cards intranet page for information about requesting business cards based on the official templates.

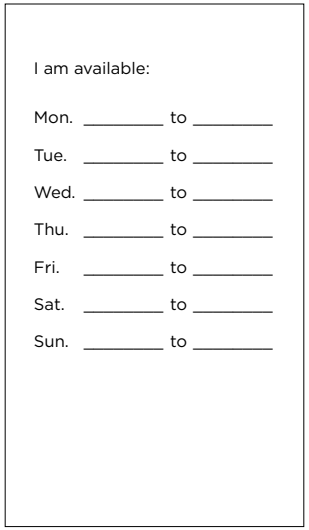
Standard card



Field Regional Staff card



Field Representative card



E-mail Signatures

The use of standard e-mail signature blocks is mandatory for desktop and mobile devices. Several templates have been designed to meet the need for flexibility in providing contact information. Signature blocks should not include information that is not pertinent to the Census Bureau mission; **personalized quotes or phrases are prohibited**. Visit the E-mail Signatures intranet page (within the Center for New Media/Corporate Identity and Branding page) for step-by-step instructions.

Sample E-Mail Signature

OWA

Your Name, Your Title
Your Division
U.S. Census Bureau
O: 301-763-0000 | M: 000-000-0000

census.gov | **@uscensusbureau**

iPhone

Your Name, Your Title
U.S. Census Bureau
Office/Branch/Division/Region
O: 000-000-0000 M: 000-000-0000

census.gov | **@uscensusbureau**

E-MAIL MARKETING

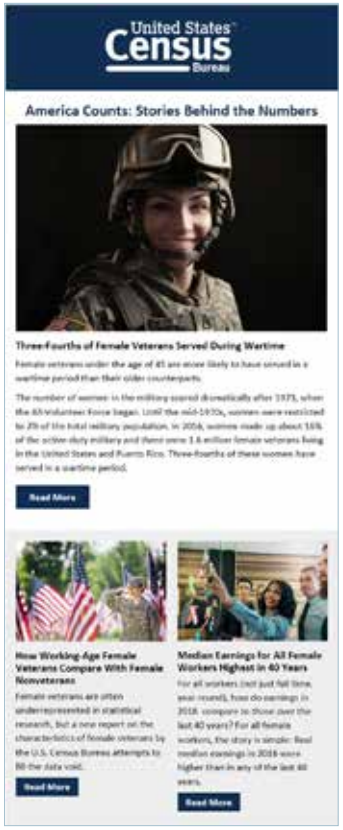
GovDelivery Template Improvements

- Mobile and tablet-friendly e-mail templates are designed to boost engagement, increase open and click rates. The drag and drop interface allows for easy customization.
- Incorporates the look and feel of ***census.gov***.
- Uses the Calibri font to ensure compatibility on the widest range of e-mail clients, Web browsers, and devices.
- Uses the best practices from the e-mail/digital marketing team.

Standard Template for Marketing

Mobile Monthly Newsletter

Standard Template for Press Releases



Mobile One-Column Newsletter

EXHIBIT STRUCTURES

Exhibits and Collateral Materials

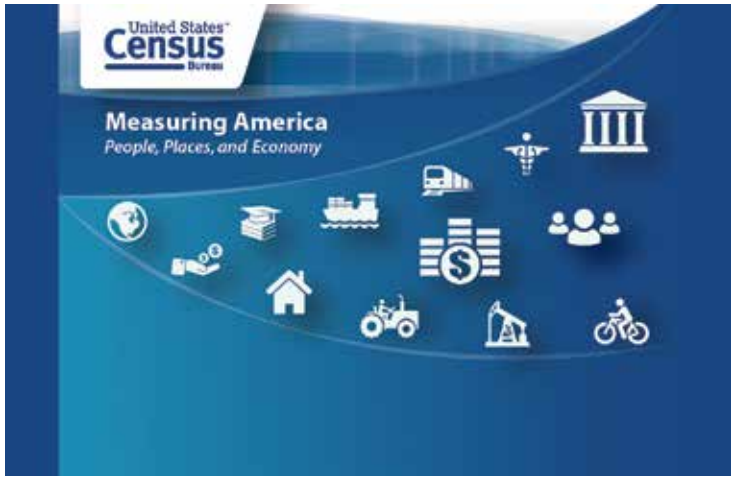
The Customer Liaison and Marketing Services Office (CLMSO) provides exhibit structures for use at Census Bureau sponsored events and conferences.

CLMSO staff will:

- Schedule and deliver all standard Census Bureau exhibit structures.
- Coordinate the design and procurement of new, program area-funded exhibit materials and the storage, shipment, replacements, and repairs.

Structures are available through the conferences and events program on a first-come, first-served basis.

Sample Portable Exhibit Structures



REPORTS

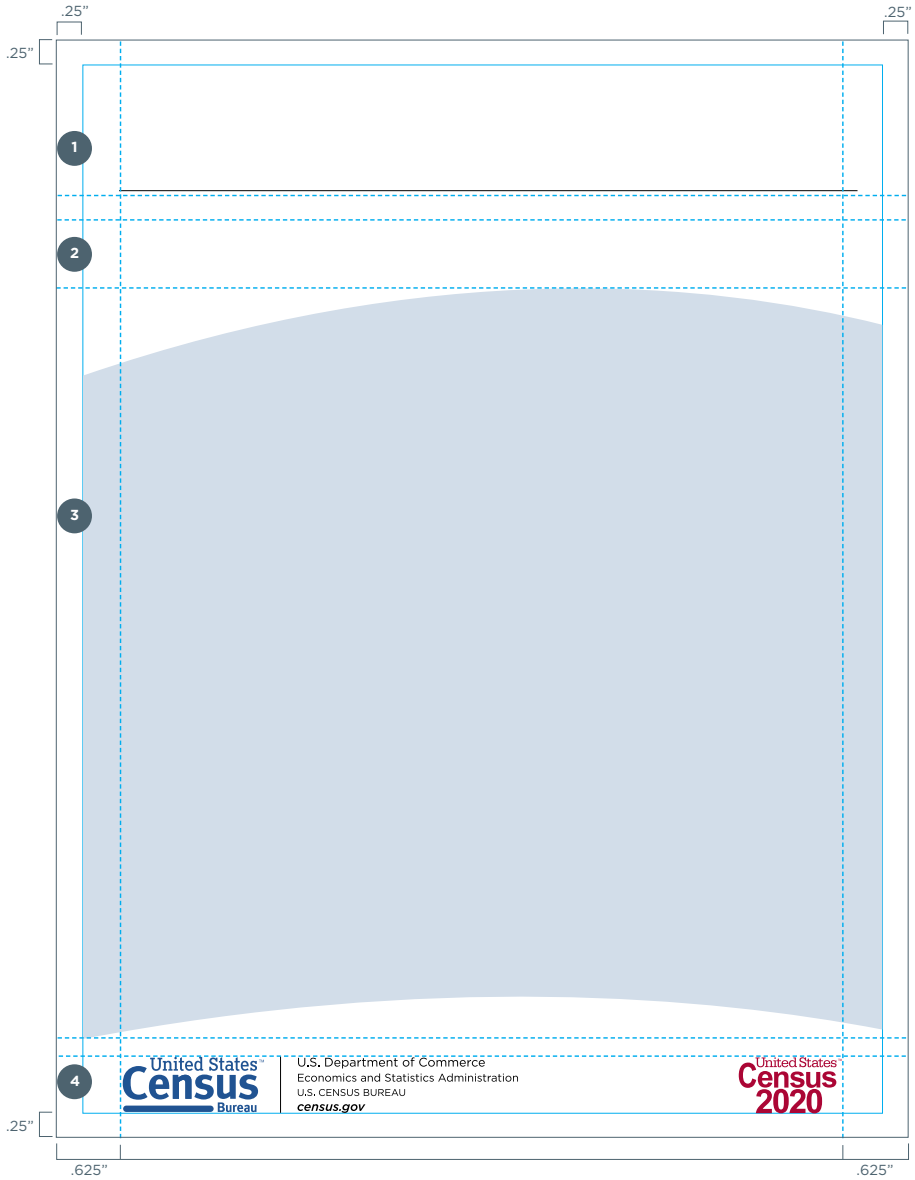
The Grid System

A grid system is used for all print and Web products to ensure an organized and consistent presentation. See next page for the sample.

Covers

As the basis of the report cover, the grid system determines how and where the information on the cover is laid out. It dictates the location of all elements, including text, images, and logos. The grid, with its predetermined positions for the different elements, may not be altered.

1. **Report information panel**:
   The top part of the report cover is reserved for report information.
2. **Program and author information panel**:
   The center panel is reserved for program and author information.
3. **Design panel**:
   The design panel is for illustrating the report contents.
4. **Endorsement panel**:
   The bottom panel is reserved for the Census Bureau logo, other endorsements, and the Web address. The lockup and 2020 Census logo (when used) are positioned in consistent locations.


.25"
.25"
.25"
.25"
1
2
3
4
United States Census Bureau
U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU
census.gov
United States Census 2020
.625"
.625"

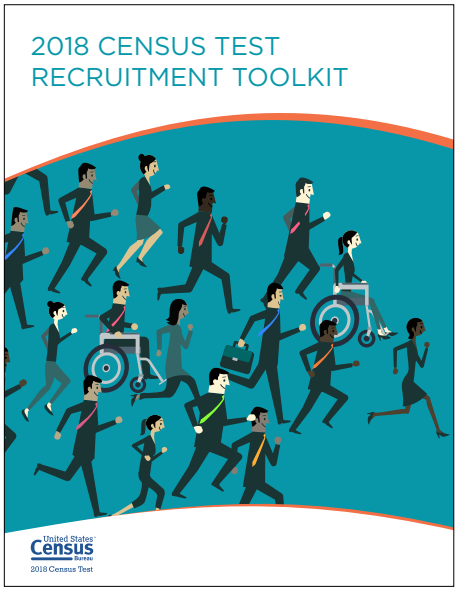
Text Sizes

The default text sizes are listed below. Adjustments may be made to the type sizes of the title and subtitle to accommodate the amount of text.

Report title and date	**Gotham Medium**, 22 pt/28 pt
Report subtitle	***Gotham Medium Italic***, 14 pt/20 pt, 50% black or white
Program title	**Gotham Bold**, 12 pt/13 pt, black or white
Program subtitle	***Gotham Medium Italic***, 12 pt/13 pt, 50% black or white
Author's name	**Gotham Medium**, 9 pt/13 pt, black or white
Issue date	**Gotham Medium**, 9 pt/11 pt, black or white
Publication number	**Gotham Medium**, 6 pt/8 pt, black or white

Imagery Placement

Imagery, such as photography or graphic elements, are placed in the imagery window (or arc). See examples below for both imagery and color variations. Adjusting the width of the imagery window for either a 0.25” border or bleed is done by scaling only the X axis by 105 percent to retain grid height.



Inside Pages

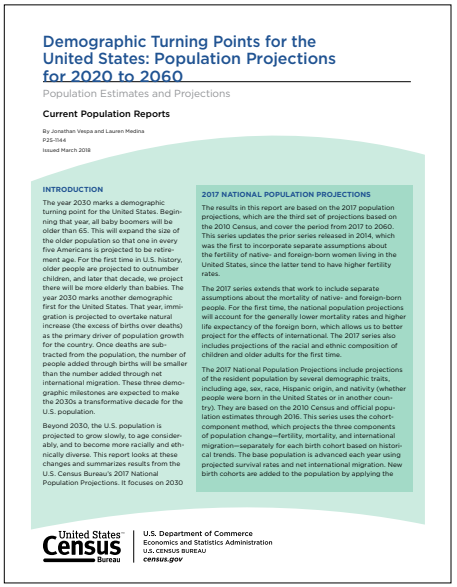
There are no grid or layout specifications for the inside pages of a publication. The only requirement is **U.S. Census Bureau** must appear in the footer of each page at no smaller than 6 points. The title of a report may appear in the footer on the outside margins with the page numbers, **U.S. Census Bureau** is aligned to the inside margins.

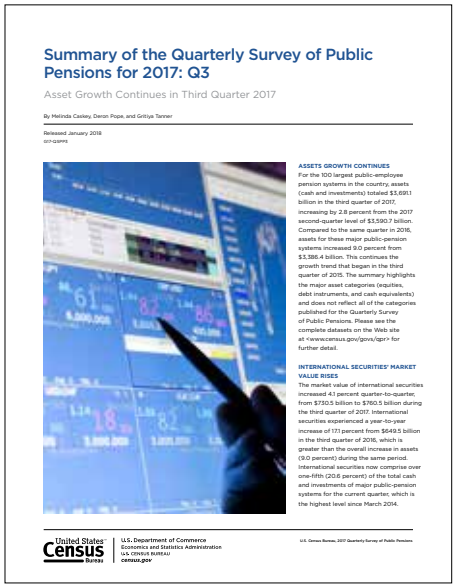
The **Gotham** font family should be used throughout the report.

SHORT REPORTS

The short report cover is organized similar to the basic report cover. The major difference is that the short report begins on the cover. Content conveyed by either text and/or graphs is positioned on the cover in the imagery arc (see below, left) or center panel for economic reports (see below, right).

As with the basic report cover, a grid is provided for the short report cover format. The **Gotham** font family should be used throughout the report.

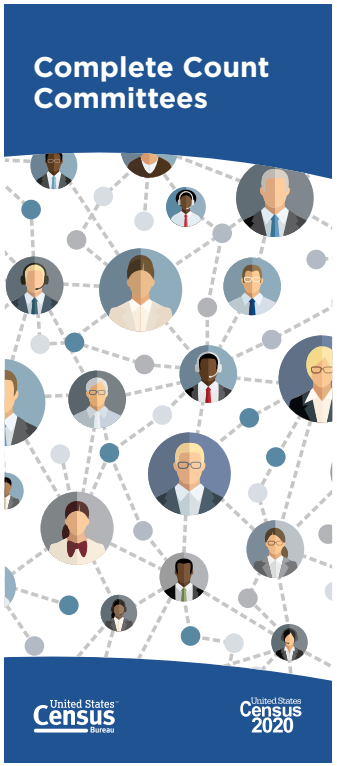




BROCHURES AND BOOKLETS

Trifold brochures and 5½ x 8½ inch booklets use an adjusted version of the grid system established for reports and short reports. The structure of the smaller grid for brochures and booklets determines how and where the information on the cover is placed. It dictates the location of cover elements (including text, images, and logos) and allows for an adequate gutter to accommodate folds.

The **Gotham** font family is used throughout brochures and booklets.



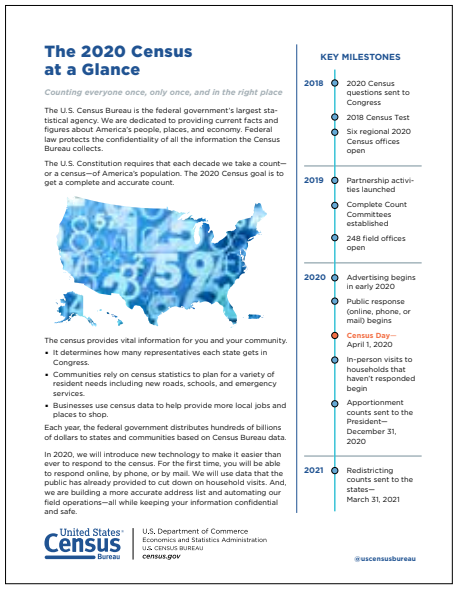
FACTSHEETS

Three factsheet templates have been designed to accommodate a range of content. The templates use the corporate colors and fonts and the logo is consistently placed on the lower left of the page. The arrangement of elements on the second page of the template is determined by the art director or graphic artist based on the amount of content.

Template 3 is available in Microsoft Word under **File/New/CUSTOM** In the **Office Global Templates/Census Templates** folder.

Template 1

Template 2



Template 3

TEMPLATES

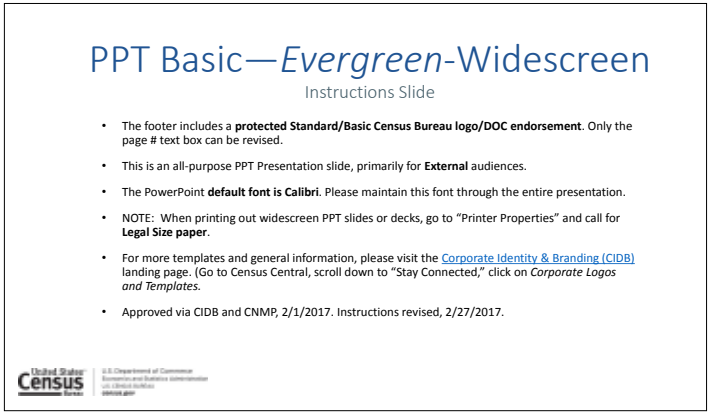
Some templates are available in the Microsoft Office 2016 Word and Powerpoint applications. These templates include the logo and corporate colors. Check for new templates as they become available.

In Powerpoint, the templates are loaded under **File/New/SHARED** in the **Census Templates** folder.

In Word, the templates are loaded under **File/New/CUSTOM** In the **Office Global Templates/Census Templates** folder.

Products intended for wide distribution to the general public should be professionally designed and need to be reviewed through the Communications Directorate. Visit the Public Information Office's Graphic and Editorial Services Branch intranet page for more information.

Powerpoint Widescreen Template



PPT Basic—*Evergreen*-Widescreen

Instructions Slide

- The footer includes a **protected Standard/Basic Census Bureau logo/DOC endorsement**. Only the page # text box can be revised.
- This is an all-purpose PPT Presentation slide, primarily for **External** audiences.
- The PowerPoint **default font is Calibri**. Please maintain this font through the entire presentation.
- NOTE: When printing out widescreen PPT slides or decks, go to "Printer Properties" and call for **Legal Size paper**.
- For more templates and general information, please visit the Corporate Identity & Branding (CIDB) landing page. (Go to Census Central, scroll down to "Stay Connected," click on *Corporate Logos and Templates.*
- Approved via CIDB and CNMP, 2/1/2017. Instructions revised, 2/27/2017.

MS Word Letterhead Template

census.gov

MS Word Factsheet Template

U.S. Census Bureau at a Glance

Subtitle

LOREM IPSUM

Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

Lorem ipsum

Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

Lorem ipsum dolor sit amet, cons ectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Lorem ipsum

Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

Lorem ipsum

Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

Illustration, photo, or text panel

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. ugait nulla facilisi.

U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU
census.gov

@uscensusbureau

COPY, MESSAGING, AND USAGE

The Public Information Office (PIO) provides a repository of information for presenting who we are and what we do. The PIO talking points provide the "first words" to say about key Census Bureau topics.

The talking points have simple, high-level information that can be used as a resource for situations including:

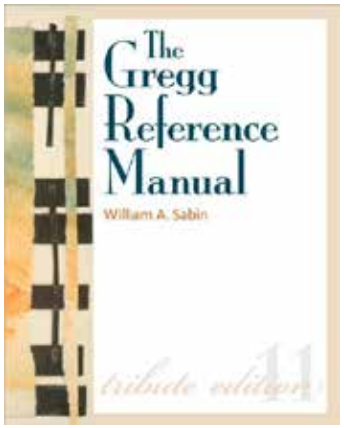
- Talking with stakeholders, conference attendees, or the media.
- Making presentations.
- Drafting other written material.

See the Public Information Office Talking Points intranet page for the copy and detailed guidance at <https://collab.ecm.census.gov/div/pio/intranet/PIOTP/Pages/default.aspx>. Check back often, as we grow and update our talking points inventory to maintain timeliness.

Census.gov features copy and messaging that have been vetted and approved before circulation in the public domain. Every piece of copy, messaging, and content may be used on other integrated communications materials and platforms.

PREFERRED STYLE GUIDE

In order to unify our communications materials, *The Gregg Reference Manual* (Eleventh Edition) by William A. Sabin (New York: McGraw-Hill, 2011) has been selected as the single source regarding usage. Everyone who writes, edits, or proofreads should have a copy available. The only exception is for materials being produced for the media. Per DOC guidance, the Associated Press Style Guide should be used in these instances.



The Plain Writing Act of 2010 requires that federal agencies use clear communication that the public can easily understand and use. Plain language must be used in any document that explains to the public the business, mission, or products of the agency. For more information on plain language, see <https://intranet.ecm.census.gov/sites/v2/futureon/dataclarity/plainlanguage/SitePages/Default.aspx>.

508 Compliance

Section 508 of the Rehabilitation Act requires all communications materials be available in accessible formats for individuals with disabilities. Contact the Graphic and Editorial Services Branch for PDF tagging.

CONTACTS

CENTER FOR NEW MEDIA AND PROMOTION
301-763-1911

Promotions Branch

Web and New Media Branch

CUSTOMER LIAISON AND MARKETING OFFICE
301-763-4636

Customer Engagement and Analytics Branch

PUBLIC INFORMATION OFFICE
301-763-3030

Graphic and Editorial Services Branch

Internal Communications Branch

Media Relations Branch

APPENDIX A

Mail—Envelopes

Photo Policy

MAIL—ENVELOPES

Addressing Mail

The Postal Service defines a ***complete address*** as one that has all the address elements necessary to allow an exact match with the current Postal Service ZIP+4 and City State files to obtain the finest level of ZIP+4 and delivery point codes for the delivery address.

A ***standardized address*** is one that is fully spelled out, abbreviated by using the Postal Service standard abbreviations (shown in this publication) or as shown in the current Postal Service ZIP+4 file.

ABC MOVERS
1500 E MAIN AVE STE 201
SPRINGFIELD VA 22162-1010

Recipient Line
Delivery Address Line
Last Line

MR JOHN DOE
123 MAGNOLIA ST
HEMPSTEAD NY 11550-1234

Address Block

Format all lines of the address with a uniform left margin. Uppercase letters are preferred on all lines of the address block.

Common Designators

The most common unit designators are:

APARTMENT	**APT**
BUILDING	**BLDG**
FLOOR	**FL**
SUITE	**STE**
UNIT	**UNIT**
ROOM	**RM**
DEPARTMENT	**DEPT**

Pound Sign (#)

If the pound sign (#) is used, there must be a space between the pound sign and the secondary number.

425 FLOWER BLVD # 72

Attention Line

The Attention Line is placed above the Recipient Line, that is, above the name of the firm to which the mailpiece is directed.

JOHN DOE
ABC COMPANY
1401 MAIN ST
FALLS CHURCH VA 22042-1441

ATTN JOHN DOE
ABC COMPANY
1401 MAIN ST
FALLS CHURCH VA 22042-1441

Punctuation

With the exception of the hyphen in the ZIP+4 Code, punctuation may be omitted in the delivery address block.

MR. WALTER W. WITHERSPOON JR.
MDM ENTERPRISES, INC.
1401 S. MAIN ST.
PLUMMER'S LANDING, KY 41081-1411

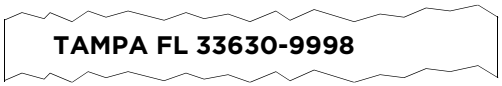
Acceptable

MR WALTER W WITHERSPOON JR
MDM ENTERPRISES INC
1401 S MAIN ST
PLUMMER'S LANDING KY 41081-1411

Preferred

Format

Format the Last Line with at least one space between the city name, two-character state abbreviation, and ZIP+4 Code.



Note: Two spaces are preferred between the state abbreviation and ZIP+4 Code.

Sample Envelopes With Logo Placement

U.S. DEPARTMENT OF COMMERCE
Economics and Statistics Administration
U.S. Census Bureau
4600 Silver Hill Road
Washington DC 20233

OFFICIAL BUSINESS
Penalty for Private Use $300

BC-335A (1-2006)

United States® Census Bureau

U.S. DEPARTMENT OF COMMERCE
Economics and Statistics Administration
U.S. Census Bureau
1201 E 10th Street
Jeffersonville IN 47132-0001

OFFICIAL BUSINESS
Penalty for Private Use $300

BC-335A (1-2006)

United States® Census Bureau

Business Reply Mail Layout Guidelines (505.1.5)

Company Logo: For barcoded pieces, a company logo is permitted in the address block if it is placed no lower than ⅝ inch from the bottom edge of the mailpiece and does not interfere with the barcode clear zone.

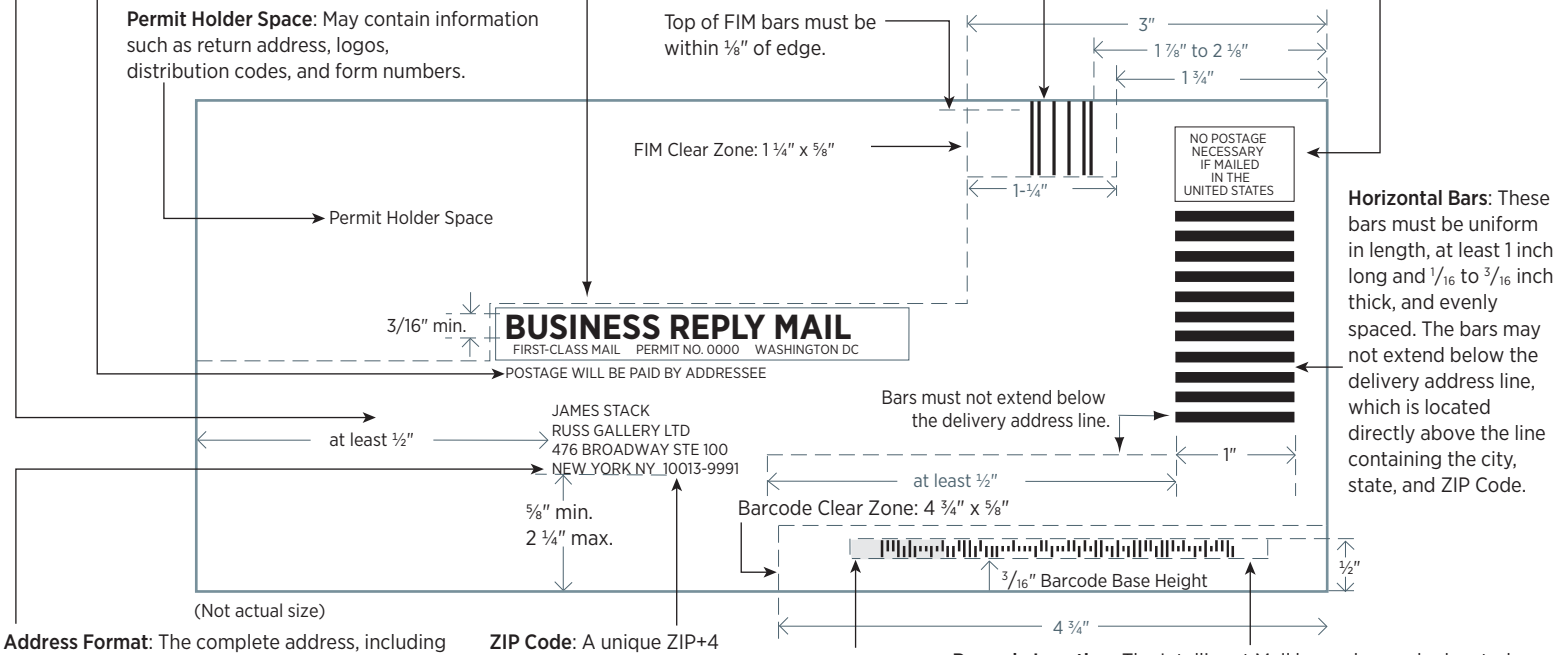
Postage Paid Line: Place the endorsement "POSTAGE WILL BE PAID BY ADDRESSEE" (in capital letters) under the business reply legend box.

Permit Holder Space: May contain information such as return address, logos, distribution codes, and form numbers.

Business Reply Legend: The words "BUSINESS REPLY MAIL" are required above the address in capital (uppercase) letters. Immediately below, place the words "FIRST-CLASS MAIL PERMIT NO." followed by the permit number and the name of the issuing Post Office (city and state) in capital letters.

Facing Identification Mark (FIM): A FIM pattern (specifically FIM B without barcode or FIM C with barcode) is required on all BRM postcards and letter-size mailpieces. The FIM clear zone must contain no printed matter other than the FIM pattern. FIM bars must be between ½ and ¾ inch high and 0.03125 inch (1/32 inch) (± 0.008 inch) wide.

Postage Imprint: "NO POSTAGE NECESSARY IF MAILED IN THE UNITED STATES" must appear in the upper right corner of the mailpiece and must not extend more than 1 ¾ inches from the right edge.



Horizontal Bars: These bars must be uniform in length, at least 1 inch long and 1/16 to 3/16 inch thick, and evenly spaced. The bars may not extend below the delivery address line, which is located directly above the line containing the city, state, and ZIP Code.

Address Format: The complete address, including the name of the permit holder (company or individual), must be printed on the mailpiece.

ZIP Code: A unique ZIP+4 code is assigned to each piece.

Leftmost bar must fall between 4 ¼" and 3 ½" from right edge.

Barcode Location: The Intelligent Mail barcode may be located here or in the address block. The barcode must be a ZIP+4 barcode (delivery point barcodes are not permitted). This area must be free of any printing other than the barcode. A free camera-ready barcode positive may be obtained from your local Post Office.

Before printing, submit proofs of BRM samples to your local Post Office for advice and approval. Take advantage of this service—it could save you money. Qualified Business Reply Mail pieces must be approved by the USPS before printing.

Dimensions: Between 3 ½ by 5 inches and 6 ⅛ by 11 ½ inches. To qualify for the card price, cards must be between 3 ½ by 5 inches and 4 ¼ by 6 inches and between 0.007 and 0.016 inch thick. Larger card sizes are mailable, but they are charged at First-Class Mail letter price.

Barcoded pieces measuring more than 4 ¼ inches high or 6 inches long must be at least 0.009 inch thick.

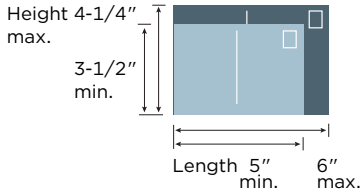
- Additional standards apply to QBRM pieces (505.1.3).
- A surcharge is assessed for nonmachinable letters (101.1.2).

Ink/paper Colors and Type Styles: Not all colors of paper and/or ink and type styles are compatible with automated equipment. Contact your local Post Office for guidance.

All letter-size reply cards and envelopes (Business Reply Mail, Courtesy Reply Mail, and meter reply mail) provided as enclosures in automation First-Class Mail, Periodicals, and USPS Marketing Mail must meet the standards in 201.3.0.

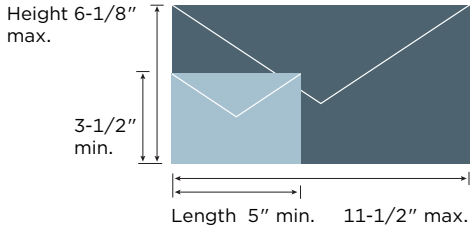
Quick Reference—Domestic

Postcards



Shape	Size		Price
	Minimum	Maximum	$0.34
Length	5 inches	6 inches	
Height	3-1/2 inches	4-1/4 inches	
Thickness	0.007 inch	0.016 inch	

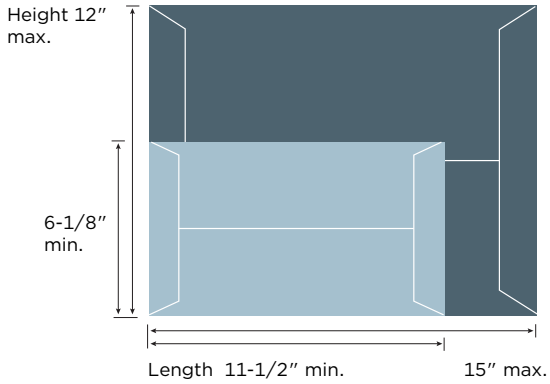
Letters



Shape	Size		Price		
	Minimum	Maximum	Weight Not Over (oz.)	Stamped	Metered
Length	5 inches	11-1/2 inches	1	$0.47	$0.465
Height	3-1/2 inches	6-1/8 inches	2	0.68	0.675
Thickness	0.007 inch	1/4 inch	3	0.89	0.885
			3.5	1.10	1.095

Letters that meet one or more of the nonmachinable characteristics in DMM 101.1.2 are also subject to the $0.21 nonmachinable surcharge

Large Envelopes (Flats)



Shape	Size		Price	
	Minimum*	Maximum	Weight Not Over (oz.)	Price
Length	11-1/2 inches	15 inches	1	$0.94
Height	6-1/8 inches	12 inches	2	1.15
Thickness	1/4 inch	3/4 inch	3	1.36
			4	1.57
			5	1.78
			6	1.99
			7	2.20
			8	2.41
			9	2.62
			10	2.83
			11	3.04
			12	3.25
			13	3.46

* Flats exceed at least one of these dimensions.

Pieces that are rigid, nonrectangular, or not uniformly thick pay parcel prices.

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